

Non-Profit Community Partnership Outreach Grants Program Announcement

December 12, 2024

The Los Angeles Department of Water and Power (LADWP) is pleased to open the application period for the 2025-2026 general round of community partnership grants to local 501(c)3 non-profit organizations for new community outreach and public education activities to promote energy efficiency and water conservation. Seventeen (17) grants totaling \$1,030,000 are proposed to be funded by LADWP. This round also features an opportunity for additional incremental funding to promote building electrification.

Applications are available at www.ladwp.com/np.

Background

Building upon the success of the previous nine grant cycles, this round of funding will further engage City of Los Angeles residents and businesses in reducing their energy and water use and allow them to save money on their utility bills. The 2025-2026 round of grants will be issued in **two phases**, with the current phase focusing on Council District areas and a subsequent phase focusing on special categories. The program will assist non-profit organizations in affecting behavior change in populations that may not be adequately addressed through more traditional communication strategies.

2025-2026 Round Applications – Phase I

An organization may apply to receive grants in more than one Council District using the same proposed scope of work. 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.

Grants will be offered in the following categories:

- **Core Applications** - Council District areas and Owens Valley (16) at \$60,000 each, totaling \$960,000.
 - *Council District Area Grants* - Organizations must identify which City Council District(s) they propose to serve. Organizations are not limited to serving the district in which their offices are located.
 - *Owens Valley Area Grant* - For this grant only, the location requirement for applicants is modified to be the Owens Valley area (Inyo or Mono County), and applicants must describe their recent work experience in the area. Applicants are encouraged to partner with Owens Valley area Tribal organizations.

- Scope - Applications should describe the organization's proposed approach to promote LADWP's programs and change customers' energy and/or water use behavior as well as connect them with financial assistance opportunities. 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.
- Incremental Funding Opportunity:
Additional funding of up to \$10,000 is available per core grant to support incremental activities aligned with building electrification outreach.
 - *Coverage Area:*
Targeted activities should reach broad or at-large areas, focusing on educating customers about building electrification resources, programs, and benefits to encourage shifts in customer behavior.
 - *Project Scope:*
Applications should detail how the incremental funding will enhance current or planned activities, particularly those benefiting low-income communities. Proposals should address the following:
 - Methods for engaging customers and encouraging behavioral changes related to building electrification.
 - Plans for measuring and tracking engagement and behavior change throughout the grant period.
 - Approaches for collecting feedback from participating customers on the outreach activities and their impact.

For more information on building electrification, please visit this [webpage](#).

- Peer Facilitator (1) at \$70,000:
 - One awardee will be selected as a peer facilitator for the entire 2025-2026 Round grant cycle and will work directly with LADWP grants staff and all other grantees to varying degrees. The Peer Facilitator grant period shall be 18 months.
 - Applicants for the Peer Facilitator role should describe their organization's experience with coordinating multiple organizations toward a common goal, and their ability to develop networks, provide technical energy/water efficiency assistance, evaluate and provide guidance on evaluation and tracking methods, and prepare summary activity reports.

All applicants must meet the following Eligibility Criteria:

- Have maintained 501(c)3 non-profit status for the past three years and located in the City of Los Angeles, Documentation that can be used to demonstrate location are IRS registration 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, sustainability benefits achieved, and maintain financial and labor records acceptable for a City audit.
- Propose activities at least 50% focused on energy efficiency versus water conservation. Retrofits for organizations’ own facilities will not be funded; however, public-serving retrofits and/or demonstrations may comprise up to 1/3 of the proposed budget. Research activities must inform education/outreach activities and be limited to 1/3 of the proposed budget.

Application and Selection Process:

- All applications must be sent to nonprofitgrants@ladwp.com by **3:00 p.m. on Tuesday, January 21, 2025.**
- 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 seek input from City Council office staff as applicable regarding local area needs.
- 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
Energy and/or water savings and/or other related benefits of the proposal	20 points

Proposed tracking and quantification methods	10 points
Innovation	5 points

- LADWP staff will follow up with candidates to confirm eligibility criteria and will make the final award selections.

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, 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. As necessary, LADWP will provide grant recipients with language and guidelines for energy, water, and financial assistance content, including information and relevant services, incentives, rebates, financing, and tips for residents and businesses. All proposed new communication materials must be reviewed and approved by LADWP.
- 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 report and impact form must be submitted and approved prior to final payment.
- All activities must be completed within one year (12 months) of the MOU execution date, unless otherwise noted.
- Grant performance will be evaluated upon the completion of the grant term to ensure compliance with program goals and reporting requirements, and the results of this evaluation may inform the consideration of future grant applications