

**City of Minneapolis Community Engagement for Energy Efficiency Pilot Project
Application Form**

Organization Name:	
Contact Person:	
Phone:	
Email:	
Organization's Website:	
Total Funding Requested:	

Please answer the following questions:

1. Organizational Background (maximum length 2 pages using 12 point font)

- a. Briefly describe your organization, the services it provides and the people it serves.
- b. Briefly describe your organization's experience, strategies and accomplishments related to conducting engagement and outreach activities to promote behavior change. Provide examples.
- c. Indicate and describe your proposed project including the specific community or communities your organization intends to reach and which targeted energy efficiency programs you will be promoting (e.g., targeting Hmong owners of single family homes in Near-North Minneapolis and promoting Home Energy Squad Visits). See Targeted Communities and Targeted Energy Efficiency Programs sections of RFP for more information.
- d. Briefly describe your organization's experience and existing relationships in engaging the community/ies identified in 1.c. above.

2. Strategy and Activities (maximum length 2 pages using 12 point font)

PHASE 1

1. How will you identify the biggest barriers and benefits related to the targeted energy efficiency activities in your proposed target community/ies? Specifically, describe how you will engage community members including key stakeholder groups (if any) and how you chose those engagement strategies.
2. Identify key organization partners (if any) that you will include in your proposed activities. Include if this is a new partnership or describe any previous partnership.

PHASE 2

3. How will you use the barriers and benefits identified in Phase 1 to select strategies/activities and design an action plan?
4. What, if any, cultural factors will you incorporate into your engagement and outreach activities?

PHASE 3

5. How will you measure the success of your activities? Please provide examples of potential performance measures and/or control group comparisons, and previous experience with similar evaluation models.

Work Plan

Use the table below to describe the types of activities you will implement to conduct the outreach and engagement in Phases 1 and 2.

Timeframe	Intended audience	Activities you will use to reach audience	Estimated number of people expected to reach
Month #1			
<i>(no later than Month 4)</i>		<i>Phase 3 Action Plan submitted for review and approval</i>	
Phase 3 Action Plan Implementation Month XX- MonthXX			

Budget Form (2 pages max)

Budget Table				
PERSONNEL	Role on project	Hourly Rate	Total Number of Hours	Total Budget
Name 1 (or "to be named")	e.g., Project Director	\$0		\$0
Name 2		\$0		\$0
Name 3		\$0		\$0
Name 4		\$0		\$0
TOTAL WAGES				\$0
PROJECT EXPENSES (<i>categories below may be modified as needed</i>)				
Stipends or subcontracts to partner entities			\$0	
Phase 1 and 2 implementation activities (specify)			\$0	
Office supplies			\$0	
Other (specify)			\$0	
Phase 3 ¹				
TOTAL PROJECT EXPENSES			<u>\$0</u>	
TOTAL DIRECT COSTS (sum of Total Wages and Total Project Expenses)			<u>\$0</u>	
OVERHEAD ADMINISTRATIVE COSTS (not to exceed 10% of Total Direct Costs)			<u>\$0</u>	
GRAND TOTAL COSTS (sum of Total Direct Costs and Overhead Administrative Costs)			<u>\$0</u>	
<i>Note: You may recreate this form and add or delete lines, as needed.</i>				
Budget Narrative - Please provide the following information about the budget expenses listed above.				
<p>1. <u>Personnel (Wages)</u>: For all individuals funded by the grant, describe their role on the project and their qualifications. If an individual is to be hired for the project, describe the qualifications sought for the person. Justify the time allocated to the project for each individual (e.g., explain why XX hours are needed to accomplish the assigned responsibilities).</p>				
<p>2. <u>Program Expenses</u> <i>Stipends or subcontracts to partner entities</i>: Please identify partners, whether the partners will receive a stipend or subcontract, for how much and for what activities.</p> <p><i>Project implementation activities</i>: Describe costs related to implementing proposed projects (e.g., costs of events, food for specific events, materials, etc.). Please include any costs associated with media (e.g.,</p>				

¹ Note: The Clean Energy Partnership realizes the challenge of anticipating program expenses the engagement activities will not be determined until Phase 2. We suggest reserving 40%-70% of the entire program expense budget for Phase 3.

marketing and/or communications activities such as radio, TV programming, ads, or articles in newspapers, etc.).

Office supplies: Describe the supplies needed and their applicability to the project.

Other (specify): Add an explanation for any other categories of work identified in the budget table. For instance, if printing or mailing costs are expected to be more than a minimal amount, provide an explanation for the amount requested.

3. Overhead Administrative Costs: Specify the rate used (not to exceed 10% of the direct costs) and indicate agency costs covered by the rate (e.g., rent, computer services, phone, etc.).

Applications for this RFA must be submitted electronically to sustainability@minneapolismn.gov with the subject line “Community Engagement for Energy Efficiency” and are due at or before 4:00 P.M. (Minneapolis Time), Wednesday October 12, 2016.