Housekeeping

- We are recording this webinar and will be making it available to all registrants within a few business days.

- Please keep your microphone on mute during the presentation (you can turn on your video).

- To ask a question during the webinar, please submit it via the chat at the bottom of your screen. If you prefer to verbally ask a question, you can raise your hand using the reactions feature also located on the bottom bar. You will be prompted to unmute to ask your question during our Q&A segment.

- You can upvote questions in the chat that you would like us to prioritize.

- Use the chat to engage in respectful and productive discussion with other participants.

- Code of conduct: R2E2 will not tolerate behaviors that cause harm or disrupt the learning environment. Please direct message Krista Lee if you feel unsafe in this space. Disruptive participants may be removed from the webinar.

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Alyssa Moore, Emerald Cities Collaborative

Residential Retrofits for Energy Equity (R2E2) provides deep technical assistance to state, local, and tribal governments as well as community-based organizations to jumpstart energy upgrades for single family and multifamily affordable housing, especially in frontline communities. These retrofits will lower utility bills, reduce greenhouse gas emissions, improve residents' health, create good-paying local jobs, and help mitigate racial inequity.

ENERGY STAR® is the government-backed symbol for energy efficiency. The blue ENERGY STAR label provides simple, credible, and unbiased information that consumers and businesses rely on to make well-informed decisions.

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About R2E2

Residential Retrofits for Energy Equity (R2E2) provides deep technical assistance to state, local, and tribal governments as well as community-based organizations to jumpstart energy upgrades for single family and multifamily affordable housing, especially in frontline communities. These retrofits will lower utility bills, reduce greenhouse gas emissions, improve residents' health, create good-paying local jobs, and help mitigate racial inequity.

R2E2 is a partnership of the American Council for Energy-Efficient Economy (ACEEE), Elevate, Emerald Cities Collaborative, and HR&A Advisors.

How can building upgrades benefit underserved communities?

Increase climate resilience
- → Reduce greenhouse gas emissions and air pollution
- → Lessen reliance on fossil fuel equipment
- → Enable families to maintain safe indoor temperatures during extreme weather

Improve health, comfort, and safety
- → Reduce exposure to mold, moisture, and lead
- → Improve indoor air quality
- → Lower risk of gas leaks or explosions
- → Reduce ER visits and missed days of work and school related to asthma and other respiratory diseases
- → Improve mental health

Increase affordability
- → Reduce energy bills for people with low and moderate incomes
- → Improve long-term housing affordability and stability
- → Free up household budgets for essential needs such as food and medicine

Strengthen the local economy
- → Promote equity via women- and minority-owned business development and inclusive procurement
- → Create local jobs through job training

Promote racial equity
- → Ensure retrofits benefit BIPOC communities that have been excluded from past policies
- → Address frontline community priorities
- → Center community leadership, especially voices from BIPOC, renter, and marginalized communities

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How to get involved with R2E2

Sign up here to receive periodic updates and information about Residential Retrofits for Energy Equity.

Would you like to be considered for help from R2E2 to plan, launch, implement, or scale your energy upgrade program for low-income housing? If so, please complete our 10-minute survey. As R2E2 secures funding for this work, we will consider and engage those who complete the survey. Our goal is to provide small grants to participating communities in addition to technical assistance. We particularly encourage those who have completed some level of planning for their upgrade program to complete the survey. Please note that this technical assistance pertains to programs, not individual buildings.

About ENERGY STAR

ENERGY STAR is administered by the U.S. Environmental Protection Agency. Thousands of organizations—including nearly 40% of the Fortune 500®—partner with ENERGY STAR. Together with EPA, they deliver cost-saving energy efficiency solutions that protect the climate, improve air quality, and protect public health.

Since 1992, ENERGY STAR and its partners have helped American families and businesses:

• Save 5 trillion kilowatt-hours of electricity.

• Avoid more than $500 billion in energy costs.

• Achieve 4 billion metric tons of greenhouse gas reductions.prove air quality, and protect public health.

ENERGY STAR Home Upgrade

What is the **ENERGY STAR Home Upgrade?**

The ENERGY STAR Home Upgrade is a set of six generally applicable, electric energy efficiency improvements that are designed to work together to deliver significant energy and cost savings.

- Upgrades can be made all at once or as equipment is replaced
- Special emphasis on advancing heat pump technology
- ENERGY STAR certified products as applicable
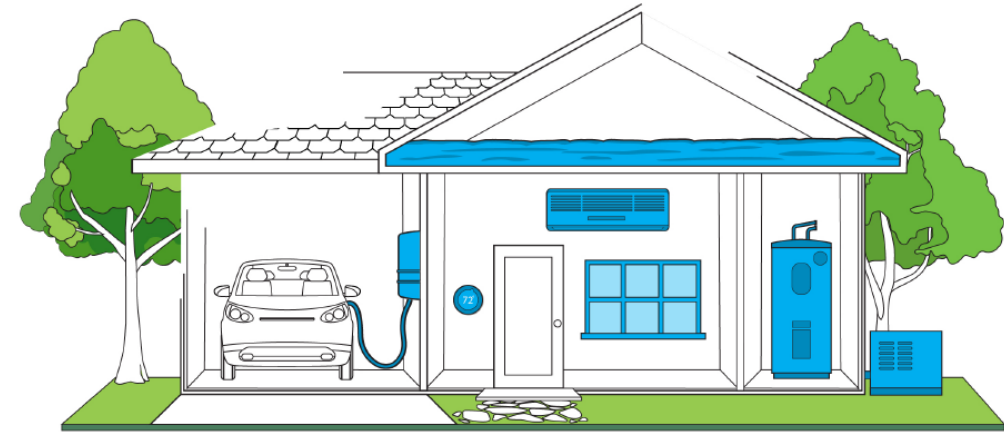
On average, Americans could save approximately $500 a year on utility bills if installing all measures in the ENERGY STAR Home Upgrade

HEATING & COOLING

WATER HEATER

SMART THERMOSTAT

ATTIC INSULATION

WINDOWS

ELECTRIC READY

- What is the ENERGY STAR Home Upgrade?

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ENERGY STAR Home Upgrade Service Provider Partnership

- The ENERGY STAR Program is partnering with companies and community-based organizations that function as a concierge for energy efficiency home upgrade services to bring the benefits of energy savings and a clean energy future to American households nationwide.

- Together, we will accelerate the adoption of the elements of an **ENERGY STAR Home Upgrade**, which present an opportunity for almost every home in America to lower energy bills while improving home comfort and health.

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About the partnership

Through this partnership, the Environmental Protection Agency (EPA)

1. **Provides a national platform** for encouraging Americans to take action on energy efficiency in their home
2. **Supports braiding financial resources best practices** designed to make home upgrades more accessible to low-income households
3. **Facilitates information exchange** and connects partners that are implementing and promoting home upgrades through:
   a. Webinars
   b. 1-1 conversations
   c. Stakeholder engagements at events, such as the annual ENERGY STAR Partner Meeting
4. **Leverages the network of existing ENERGY STAR partners** to advance productive collaboration
5. **Assists in educating** Americans on how to make their homes more energy efficient (e.g. marketing, communications, program design, or other areas)

For additional information on the partnership, click here . To view marketing materials available to partners, click here.

https://www.energystar.gov/equitableupgrades

Advancing Equitable Home Upgrades with ENERGY STAR and R2E2 – Resource Center

- The EPA is committed to supporting community-based organizations, small businesses, and local governments in equitable, efficient electrification home upgrade deployments.

- Working with R2E2 to Build & Share Resources through this 2024 Workshop Series
  - Visit www.energystar.gov/equitableupgrades

https://www.energystar.gov/equitableupgrades

Workshop Series Schedule

- **May 21: Navigating Organizational Funding for Home Energy Upgrade Programs in Justice 40 Communities**
  - Target Audience: Community-based organizations (CBOs), non-governmental organizations (NGOs), Non-profit Organizations, small businesses, local governments, state governments, Tribes

- **July 16: Centering Affordability in Low-Income Home Electrification Programs**
  - Target Audience: Community-based organizations (CBOs), non-governmental organizations (NGOs), Non-profit Organizations, small businesses, local governments, state governments, Tribes

- **August 20: Well-Designed Equitable Home Energy Upgrades: Best Practices and Strategies**
  - Target Audience: Community-based organizations (CBOs), non-governmental organizations (NGOs), Non-profit Organizations, small businesses, local governments, state governments, Tribes

- **October 8: Incorporating Health and Safety into Home Energy Upgrade Programs**
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- **November 19: Maximizing incentives for low to no-cost Home Energy Upgrades: Stacking and Braiding**
  - Target Audience: Program implementers, contractors, etc.

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Presenter

Ramsay Ritchie
Project Manager, Elevate/R2E2
As a project manager on Elevate's Community Consulting team, Ramsay works with municipalities and community organizations across the county to strategically pursue federal, state, and philanthropic dollars.

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Audience Poll

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Learning Goals

Identify Funding Sources

Prioritize Opportunities

Maximize Chances of Success

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Workshop Agenda

- Presentation and Q&A (1:25pm-2:15pm ET)

- 15-minute Break (2:15pm-2:30pm ET)

- Interactive NOFO walkthrough (2:30pm-3pm ET)

- 5- minute Break (3pm-3:05pm ET)

- Case Studies (3:05pm-3:40pm)

- Next Steps and Links to Resources (3:40pm-3:45pm ET)

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Audience Poll

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Setting the Scene

- Scenario 1: We are looking to fund a home retrofit and workforce development program for low-income multi-family home in an urban Justice40 Census Tract.
  - We have conducted a pilot of our proposed model on 3 buildings in the community.
  - We represent an organization with 10 years of experience providing services in the community.
  - We have limited federal grant experience and a team of three staff to support in grant writing.
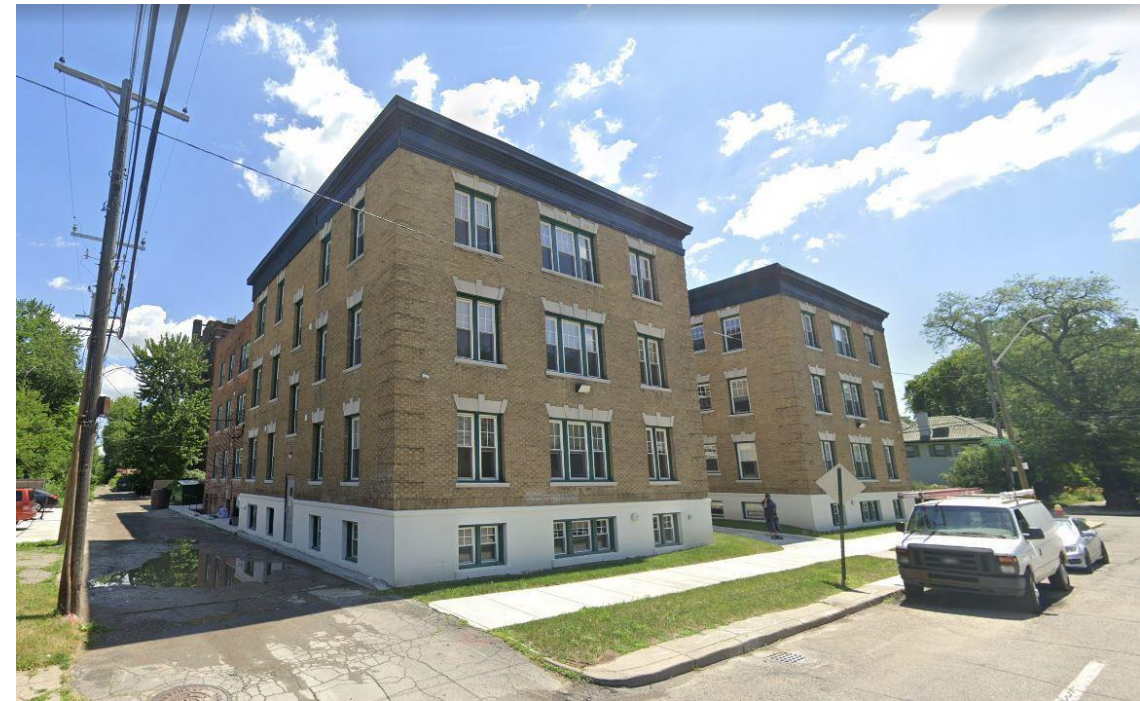
Multi-family unit in Detroit Old North End. Source – The City of Detroit

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Setting the Scene

- Scenario 2: We are looking to fund 10 singe-family homes retrofits in an rural Justice40 Census Tract.
  - We have single-family repair experience but no specific pilot.
  - We represent an organization with 3 years of experience providing services in the community.
  - We have internal federal grant writing expertise and grant management capacity
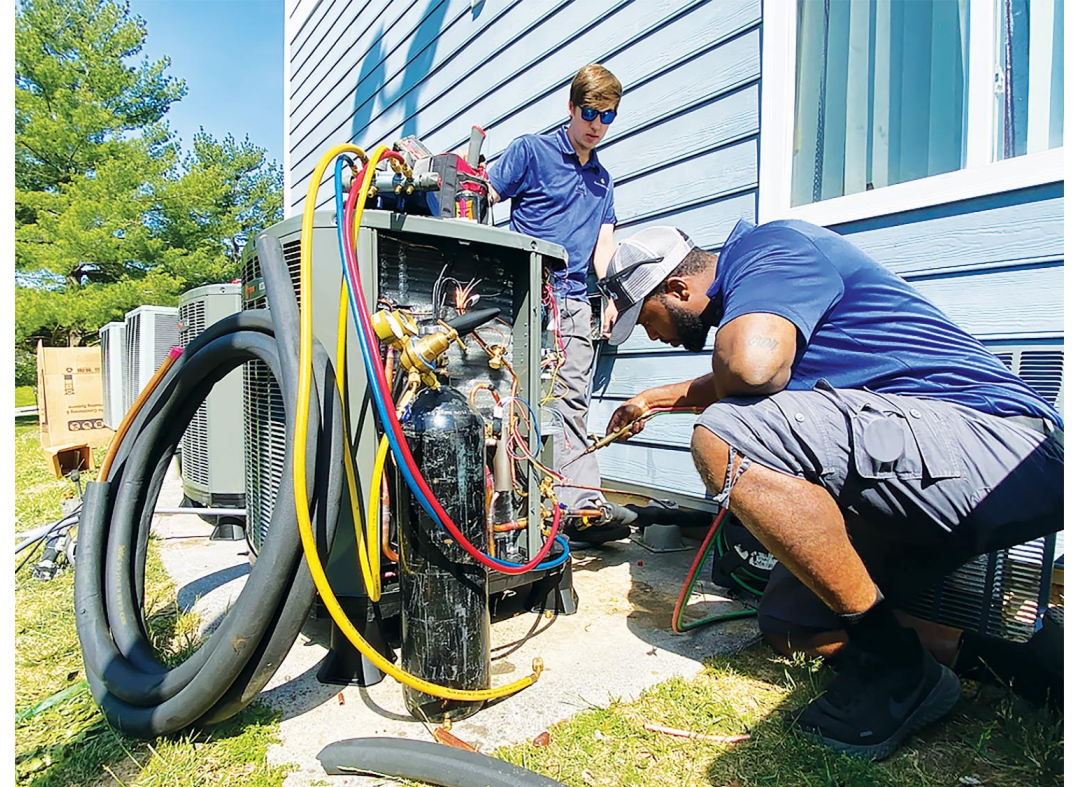
HVAC Installation in SW Virginia. Source – Appalachian Voices

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Pre-funding

Where do I need help?

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Technical Assistance

- EPA Thriving Communities Technical Assistance Centers (TCTACs)
- Local Federal Agency Reps (DOE, USDA, EPA)
- Justice40 Accelerator
- Local Infrastructure Hub Program
- Local Program Design Technical Assistance
  - Research institutions
  - Universities
  - Non-Profts

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Finding Funding

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Finding Funding Step 1: Check a Wide Array of Resources

Example: J40 Accelerator

| Tier 1: Passive Email Alerts |
| Tier 2: Curated Actively curated lists |
| Tier 3: Research Grants.gov |

	AGENCY / FOUNDATION NAME		
∨	DOE		Count 11
4	Bipartisan Infrastructure Law (BIL) FY23 BIL Electric		4/19/2024
5	Bipartisan Infrastructure Law (BIL) FY23 BIL Electric Drive Vehicle Battery …		4/19/2024
☐	Bipartisan Infrastructure Law (BIL): Carbon Utilization Procurement Gran…		4/30/2024
7	https://www.grants.gov/search-results-detail/350241		4/30/2024
8	Upskill Prize for the Solar Manufacturing Workforce		5/21/2024
9	Local Government Energy Program: Communities Sparking Investment i…		5/31/2024
10	2024 Renew America's Schools Prize		6/14/2024
11	Bipartisan Infrastructure Law (BIL) – Joint Office of Energy and Transport…		7/16/2024
12	DOE - Clean Energy to Communities Program Office of Energy Efficienc…		

135 records

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Finding Funding Step 2: Identify Key Words and Values

Example: J40 Accelerator

Key Word Examples:

- Resilience
- Energy efficiency
- Equitable
- Community-based
- Retrofit
- Rehab
- Decarbonization
- Electrification
- Clean Energy
- Buildings

AGENCY / FOUNDATION NAME		
∨ DOE		Count 11
4	Bipartisan Infrastructure Law (BIL) FY23 BIL Electric	4/19/2024
5	Bipartisan Infrastructure Law (BIL) FY23 BIL Electric Drive Vehicle Battery …	4/19/2024
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12	DOE – Clean Energy to Communities Program Office of Energy Efficienc…	

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Airtable

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Finding Funding Step 3: Establish Target Grant Parameters

General Information

Document Type:	Grants Notice
Funding Opportunity Number:	EPA-R-OEJECR-OCS-23-04
Funding Opportunity Title:	Environmental and Climate Justice Community Change Grants Program
Opportunity Category:	Discretionary
Opportunity Category Explanation:	
Funding Instrument Type:	Cooperative Agreement
Category of Funding Activity:	Environment
Category Explanation:	
Expected Number of Awards:	170
CFDA Number(s):	66.616 -- Environmental and Climate Justice Block Grant Program
Cost Sharing or Matching Requirement:	No

Version:	Synopsis 1
Posted Date:	Nov 21, 2023
Last Updated Date:	Nov 21, 2023
Original Closing Date for Applications:	Nov 21, 2024
Current Closing Date for Applications:	Nov 21, 2024
Archive Date:	Dec 21, 2024
Estimated Total Program Funding:	$ 2,000,000,000
Award Ceiling:	$20,000,000
Award Floor:	$

Eligibility

Eligible Applicants:	Others (see text field entitled "Additional Information on Eligibility" for clarification)
Additional Information on Eligibility:	See Section III of the funding opportunity announcement for eligibility information.

Parameters:

- Grant size
- Grant type
- Grant rules

Finding Funding Step 3: Establish Target Grant Parameters

Additional Information

Agency Name: Environmental Protection Agency

Description: The Environmental and Climate Justice Community Change Grant program (Community Change Grants), created by the Inflation Reduction Act, offers an unprecedented $2 billion in grants under this Notice of Funding Opportunity (NOFO). The Community Change Grants will fund community-driven projects that address climate challenges and reduce pollution while strengthening communities through thoughtful implementation. This historic level of support will enable communities and their partners to overcome longstanding environmental challenges and implement meaningful solutions to meet community needs now and for generations to come. There will be two tracks of funding under this opportunity. Track I will fund approximately 150 large, transformational community-driven investment grants of $10 million - $20 million. Track II will fund approximately 20 meaningful engagement grants of $1 million - $3 million. Grants cannot exceed 3-years in duration. Please review the NOFO for further information about the exciting opportunities under the Community Change Grants program and details about the application process.

Parameters:
- Grant goals

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Finding Funding Step 4: Build your Funding List

☐	≡̲ Funding Opportunity Number ∨	⊘ Status ∨	≡̲ Opportunity Title ∨	⊘ Awarding Agency ∨	≡̲ Due Date
26	DE-FOA-0003056	Open	IRA Assistance for the Adoption of the Latest and Zero Building Energy Codes	Department of Ener...	4/30/2024
27	NSF 24-534	Open	Civic Innovation Challenge (CIVIC)	U.S. Science Founda...	05/01/2024
28	N/A	Open	DOE Clean Energy and Manufacturing Workforce Training and Technical Assistan...	Department of Ener...	5/16/2024
29	EPA-R-OAR-CPP-24-04	Open	Clean Ports Program: Zero-Emission Technology Deployment Competition	Environmental Prot...	05/28/2024
30	EPA-R-OAR-CPP-24-05	Open	Clean Port Program: Climate and Air Quality Planning Competition	Environmental Prot...	5/28/2024
31	DE-FOA-0003229	Open	Local Government Energy Program: Communities Sparking Investment in Transf...	Department of Ener...	5/31/2024
32	DE-FOA-0003204	Open	BIL Energy Auditor Training (State Grant)	Department of Ener...	6/28/2024

Recommendations:

- Focus on building a large list of potential options before delving into each
- Flag particularly promising options, but cast a wide net
- Structure the list to help you remember key attributes of a grant for future reference

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A note on low-traffic grants!

- Examples
  - FEMA Regional Catastrophic Preparedness Grant Program
  - NOAA Climate Resilience Regional Challenge
  - DOE Energy Future's Grant

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Prioritizing Funding

Don't read all of this!

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Focus on a Few Sets of Questions

1

What problems would this funding solve?

2

What problems would this funding create?

3

How competitive is my project for this funding?

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What Problems Would This Funding Solve?

Questions	Where to look
Can it fund a whole / or part of the program I'm hoping to support?	"Funding Objectives," "Opportunity Description," "Allowable Costs"
Does it provide organization-wide capacity funding through indirect costs?	"Indirect Costs," "Allowable Costs," "Cost-Sharing"
Are there other non-monetary supports built into the grant that could help our program?	"Competition Features," "Opportunity Description"
Will it enable my organization to be a good partner in our community?	"Eligibility Information" "Subrecipient information"

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What Problems Would This Funding Create?

Questions	Where to look
Will we have to change our project's scope or goals to accommodate this grant?	"Funding Objectives," "Allowable Costs"
Is my organization prepared to take on the administrative and liability burden of this grant? • If so, does the grant allow for adequate administrative or indirect costs? • If not, does the grant allow for us to hire a subcontractor to support that work?	"Indirect Costs," "Award Administration Information," "Allowable Costs"
Does my organization have the necessary apparatus to complete this project during the grant period?	"Period of performance"

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How Competitive Is My Project?

Questions	Where to look
How does my project score according to the grant's stated assessment mechanisms?	"Application review information"
Does my project meet the implied values espoused through the grant application?	"Background," "Grant objectives"
Does my organization have time to put together a strong application?	"Application and submission information"

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Winning Funding

Five Best Practices

Create an organized and well-paced application process

Build a responsive project based on existing work in the community

Know Your Ask

Build community partnerships that enable community benefits agreements

Building cross-sector partnerships to apply to grants as a coalition

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Winning Funding: Best Practices

Create an organized and well-paced application process

Best Practice	Tools and Methods
Applications are all about paying attention to the details, so give yourself time to get organized. A common pitfall of grant writing is ineffective project management. Therefore, establish clear roles, due dates, and review processes to avoid this.	Application checklists Detailed project schedules Defined meeting cadence RACI matrix

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Winning Funding: Best Practices

Build a responsive project based on existing work in the community

Best Practice	Tools and Methods
Funding comes to well-designed projects that are responsive to community needs and receptive to funder values. Avoid the temptation to fit the project to the grant and not the grant to the project. A great project can build a funding stack to sustain it over time.	Spectrum of Community Engagement Community Advisory Boards

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Winning Funding: Best Practices

Know what you are asking for

Best Practice	Tools and Methods
A clear budget narrative is often the difference between a strong application and a weak one. Know what you're asking to fund and why that funding is necessary before you start writing your grant.	Project logic model Project timeline Project needs assessment

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Winning Funding: Best Practices

Build community partnerships that enable community benefits agreements

Best Practice	Tools and Methods
The best time to build partnerships in your community is before you start writing your grant. Design your program so that the benefits that it brings to the community are tangible and based in stated community need. If possible, enter into written community benefits agreements with stakeholders throughout the community during this design phase.	Community Benefit Agreement Samples Community Benefit Plan Samples Participatory Governance Models

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Winning Funding: Best Practices

Build Cross-Sector Partnerships to Apply to Grants as a Coalition

Best Practice	Tools and Methods
Grants are always strong if they can show community-wide or region-wide collaboration and cohesion. When building a project talk to partners about roles that they could play to enhance project offerings. Try to incorporate trusted partners from the private, public, and non-profit sectors.	Partnerships with key stakeholders (municipal, business, university, community organization, state) Regional Advisory Groups

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Q&A

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15 Minute Break

Sample Funding Opportunity Walkthrough

5 Minute Break

Presenters

Maria Galarza
Deputy Director for the Office of Sustainability, City of Detroit, MI
Maria M. Galarza is a registered architect and planner with over 10 years of experience leading complex initiatives at the intersection of the built environment and community development.

Ashley Hines
Executive Director, Benton Harbor CDC
Ashley is a project manager, change agent, and community visionary with a passion for innovative system building and advocacy of Black communities. Ashley received her B.S. in Family and Consumer Science from Morgan State University.

City of Detroit

Detroit Climate Strategy

1. **Transitioning to Clean Energy**
2. **Increasing Sustainable Mobility**
3. **Accelerating Energy Efficiency and Reducing Waste**
4. **Prioritizing Vulnerable Residents & Increase Resiliency**

Outlines **35 actions**, each with three-year targets.

www.detroitmi.gov/climatestrategy

.energystar.gov/equitableupgrades

Partnering with your local government

1. Research and review your city's strategy frameworks.

2. Find the common ground with work that is underway.

3. Leverage your existing strengths and showcase your past performance.

1. Annual budget, planning documents, sustainability strategies.

2. Neighborhood parks, health programs, transportation goals, community resources.

3. Stay true to your organization mission and build on success.

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Tips to keep in mind:

Share about your project to City staff, or Council members **before requesting a letter of support**.

Build partnerships with organizations that complement your expertise.

Brainstorm the co-benefits resulting from your project. Align the project and the co-benefits to the grant objective.

Build your funding administration capacity OR build a relationship with partners for larger grant sums.

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BENTON HARBOR COMMUNITY DEVELOPMENT CORPORATION

The Benton Harbor CDC is dedicated to strengthening the community of Benton Harbor socioeconomically, physically, and mentally by supporting and empowering residents through community development projects and programs.

BENTON HARBOR
COMMUNITY DEVELOPMENT
CORPORATION

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Establish Organizational Goals

- Prioritize Community Issues

- Assess Synergy with Existing Initiatives

- Empower & Support Partner Organizations

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Grant Writing Tips

- Review Grant Requirements

- Clear Communications with Grant Support Team

- Create a Project Roadmap & Clear Logic Model

- Actively Participate in the Writing Process

- Make Note of Submission Deadlines

- Financials and Grant Portal Access

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Resource Center for Equitable Home Upgrade Implementation | ENERGY STAR
https://www.energystar.gov/equitableupgrades

Next Steps and Resources

You can find recording, pdf of slides and pdf template at:

https://www.energystar.gov/advancing-equitable-home-upgrades

https://www.energystar.gov/equitableupgrades

Workshop Series Schedule

- **May 21: Navigating Organizational Funding for Home Energy Upgrade Programs in Justice 40 Communities**
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