



## Community Outreach Grants for Energy Efficiency and Building Electrification Education Application Tips

When applying for the Community Outreach Grant, the following tips will help ensure you meet all the requirements of the grant.

- Outreach content must promote both energy efficiency and building electrification. We recommend including citations of your sources to back up your messaging.
- The target audience must be underserved residents or small businesses located within the city of Santa Clara.
  - We recommend checking the [US census data](#) or other sources for details on the city of Santa Clara community.
  - Your organization may want to take into account the [most prevalent languages other than English](#) when developing tools or collateral.
  - Do not rely on demographics of the County of Santa Clara or the greater Bay Area, as each city has unique population demographics.
- An emphasis on diversity, equity and inclusion is required for this grant. You must include details on how you will achieve the goals you set for reaching these underserved communities.
- Your application must include metrics for measuring your expected reach. Ensure your goals are achievable and can be substantiated.
- If working with other Community Based Organization(s) or potential partner(s), identify all partner organizations and include details of the relationship with the organization(s). It is helpful to include information on why they were selected and how you think they will help you achieve your goals.
- Read all requirements of the grant and be sure to provide all required documentation. Incomplete applications will not be scored.