



**Subject: Agreement with Silicon Valley  
Community Foundation for Innovator  
Pilot program**

**Council Agenda: 2-15-11  
Item: 2.6**

**City Council Action Request**

<b>Department:</b> Environmental Services	<b>CEQA:</b> Not a Project (PP10-066 [e])	<b>Coordination:</b> City Attorney's Office, Risk Management	<b>CMO Approval:</b> 
			<b>Dept. Approval:</b> John Stufflebean /s/

**RECOMMENDED ACTION:**

Approve an agreement with the Silicon Valley Community Foundation in an amount not to exceed \$350,000 for the purpose of implementing the Community Energy Championship Fund.

**BASIS FOR RECOMMENDATION:**

The Community Energy Championship Fund (CECF) was approved by Council on August 24, 2010, and is fully grant funded by PG&E. A determination of Unique Services under San José Municipal Code §4.12.235 was approved on August 12, 2010, by Environmental Services Department (ESD) Director John Stufflebean, for utilization of the Silicon Valley Community Foundation (Foundation) for mini-grant disbursement as part of the Community Energy Championship Fund Innovator Pilot. The CECF will support innovative and comprehensive community energy efficiency outreach throughout Santa Clara County by awarding up to a total of \$332,500 in \$15,000-30,000 grants to eligible applicants. The Foundation will be entitled to retain up to \$17,500, or 5% of the total \$350,000 designated for the grant program, as an administrative fee.

Working through the Foundation to distribute the grants will prevent the City from having to develop separate contracts with as many as 35 awardees. The Foundation is highly experienced in working with the City for similar programs, particularly due to their work with ESD to distribute grants through the Go Green Schools program and the Youth Watershed Protection Program. The Foundation has the capacity, expertise, and existing community relationships to deliver these grants effectively and efficiently. Non profit organizations throughout Santa Clara County have existing relationships with Foundation, and the Foundation is a trusted entity in the county.

**SCOPE OF WORK:**

The CECF will fund targeted and innovative social marketing and education campaigns designed to achieve significant behavior changes regarding energy efficiency. Grantees will be required to define a specific target community (by neighborhood, ethnicity, occupation, or otherwise), and link energy efficiency with other environmental issues such as water, recycling, or pollution. The CECF will enhance the capacity of local organizations to conduct effective environmental outreach, leveraging existing outreach channels and specialized communication tools. City staff will provide technical assistance to awardees, including conveying key energy efficiency concepts and resources. Staff will monitor grant award performance, and document best practices, key challenges, and results. In 2012, the City expects to host a statewide Energy Efficiency Outreach Summit to discuss preliminary findings. Final program materials will include a Community Energy Efficiency Outreach Program Start-up Kit.

The City will distribute mini-grants via the Foundation to support community-based energy efficiency social marketing programs. Grants will go to municipal outreach programs and nonprofit community organizations to initiate or meaningfully expand their programs. Awards for municipal programs will range from \$15,000 - \$30,000, and from \$15,000 - \$25,000 for programs run by nonprofit organizations.

The City will create the grant announcement and criteria for evaluating proposals. The City will evaluate proposals, determine grant recipients and allocations in consultation with PG&E, and direct SVCF to distribute to distribute mini-grants accordingly. The City will determine any conditions or exclusions, if any, to be attached as a condition of each grant award.

**COST AND FUNDING SOURCE:**

This program is 100% paid for though Innovator Pilot grant funds from PG&E. Of the total \$531,035 received by the City for the CECF program, \$350,000 will be transferred to the SVCF, of which at least \$332,500 will be distributed to the community as mini-grants, and up to \$17,500 will be retained by SVCF as an administrative fee.

This PG&E grant was appropriated to Citywide General Fund Appropriation 3860 (Silicon Valley Energy Watch Innovator Pilots), and \$626,860 (of the total \$901,035 for both Innovator Pilots) was appropriated for FY10-11.

**FOR QUESTIONS CONTACT:** Mary Tucker, Energy Program Manager, at 975-2581