



2026 Community Outreach Grant Call for Applications

Q&A Responses

Applications are due October 14, 2025

*Peninsula Clean Energy is the community-led electricity provider for
San Mateo County and the City of Los Banos.*

**Peninsula Clean Energy Outreach Grant 2026
Q&A Responses**

Question	Answer
Can my organization only cover San Mateo County? Are we required to cover Los Banos, too?	Organizations that serve our customers in San Mateo County and/or the City of Los Banos are eligible to apply. Applicants do not need to cover our entire service area to be eligible.
Is there any possibility to use part of the grant funding to purchase gift cards as incentives for clients to attend workshops or educational events?	Yes. Applicants may propose a budget that includes participant incentives for workshops and educational events.
For 501c3 orgs with multiple fiscal projects, is each fiscal project considered a separate application and grant?	Yes. A 501c(3) organization may offer to serve as a fiscal sponsor for multiple organizations. Each sponsored project should be submitted as a separate proposal.
What would happen if outreach goals aren't met?	<p>Grant recipients may propose adjustments to PCE staff to their work plan and goals, should extenuating circumstances arise.</p> <p>Organizations that do not meet their mid-year goals will be at risk of not receiving the second installment of their grant funds or future grant funds.</p>
What are the key changes to this year's grant compared to last year's?	<p>Peninsula Clean Energy encourages returning applicants to read the full Outreach Grant Call for Applications. While we have not made major changes to the structure of the program, we have updated the goals and requirements to reflect our outreach priorities in 2026.</p> <p>We are requesting more specificity on the work plan as detailed in the "Example Outreach Actions and Suggested Metrics" section and Sample Work Plan. We will also require more specificity in reporting metrics in the Mid-Year Report and Final Report.</p> <p>We have also increased the maximum grant amount to \$50K per organization in 2026.</p>
Does PCE offer technical assistance in signing up for different programs in areas that grantees don't have the capacity to support?	Peninsula Clean Energy can train your staff on how to enroll customers in our energy programs.

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<p>Will the call center for EV advisors continue in the new way it's set up - we can direct people to the website and the phone number?</p>	<p>Yes. Peninsula Clean Energy's EV Advisor service will continue to be offered through our Call Center. Customers can call our phone number to receive assistance with electric vehicle information.</p> <p>In the Call for Applications, an optional grant goal is to "[a]ssist customers in signing up for Peninsula Clean Energy rebate and savings offerings, such as helping customers fill out online enrollment forms in English and other languages."</p> <p>We would like to partner with grantees to provide in-person enrollment assistance for electric vehicle programs in multiple languages. This includes electric vehicle incentives from Peninsula Clean Energy and other organizations, such as the Bay Area Air District and PG&E.</p>
<p>Regarding collaborative efforts between grantee organizations and non-grantee orgs, i.e. Love Our Earth Festival (in the past collaboration between Acterra, 350 SV, City of Menlo Park, City of East Palo Alto, City of Atherton), can PCE advise before grant submittals</p> <ul style="list-style-type: none"> • Does PCE wish to fund the event? Do PCE want it in the first place? • What total budget PCE would provide for the event to be divided between grantees collaborating on the event? • Any special requirements for the event, i.e. EV fair? <p>This would allow</p> <ul style="list-style-type: none"> • Grantee orgs to discuss roles and budget proposals • Discuss with non-grantee entities what their budget/effort might be • Scope of Fair • Whether we wish to do it or not 	<p>Unfortunately, Peninsula Clean Energy is unable to confirm funding for any projects prior to the receipt of all proposals.</p> <p>This allows us to consider and evaluate all proposals before making decisions on specific projects.</p> <p>We encourage applicants to coordinate with each other on work plans and outreach strategies that they think are most effective in achieving our goals.</p>

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<p>We feel we could be valuable partners to assist with a battery backup outreach and distribution program. Do you know if this will be an option for the upcoming grant period that we can include in our proposal?</p>	<p>This RFP does not address battery backup outreach and distribution program. Any subsequent Peninsula Clean Energy Request for Proposals process will be posted at a future date.</p>
<p>The questions below relate to events we would develop for Goals 8–10 (EVs, solar/appliances, and workshops/focus groups).</p> <p>From past campaigns like “Electrify Your Home, We’ll Show You How,” do you have insights on the evolution of effective messaging. i.e. moving from early adopters to the general public?</p> <p>Has PCE found any specific messaging especially successful in engaging the broader community, i.e. the general population who may not even be aware they are not getting their electricity from PCE?</p> <p>Has PCE done recent surveys or message-testing around health benefits, gasless appliances and EVs? Which messages or visuals seemed to resonate (or not)?</p> <p>Which audience segments are top priority under Goals 8–10 (e.g. renters, families, multi-family households), and are there preferred ways of reaching them?</p> <p>Which media channels have proven most effective for outreach, i.e social media, newsletters, print advertising, cross organizational collaboration?</p> <p>What elements of events have been most effective, i.e. EV test drives, on</p>	<p>Strong proposals will describe the intended audience and explain how the work plan tailors outreach strategies, messages, and communication channels to this audience.</p> <p>For broad audiences, Peninsula Clean Energy is launching a customer survey in fall 2025 to measure awareness and sentiments. Peninsula Clean Energy staff can help advise outreach grantees with refining their messaging based on forthcoming customer research.</p> <p>We have found that the term "electrification" is not commonly used or understood outside of a small early adopter audience. In our experience, we find that broad populations resonate with the following message during community presentations: "The problem is burning gas, in our cars and appliances. It's bad for the air, bad for our health, and bad for the planet. The good news is that we can stop burning gas and use clean electricity instead. That creates healthier homes and a healthier planet for our kids."</p> <p>The priority audience for Goals 8-10 is described as follows: “All Peninsula Clean Energy customers in San Mateo County and Los Banos, including community leaders and influencers.” We do not prescribe specific audience segments. We encourage applicants to prioritize reaching customer segments most aligned with their existing relationships and outreach capacity.</p> <p>Peninsula Clean Energy will evaluate proposals based on their ability to drive adoption of electric vehicles (Goal 8) and electric appliances and solar + battery storage systems (Goal 9). The subgoals include facilitation of interactive and hands-on experiences, including electric vehicle showcases</p>

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<p>sight equipment, EV/equipment advice, homeowner experiences?</p> <p>What barriers come up most often (lack of knowledge, cost, distrust, contractors, permitting), and which ones are most easily addressed at events?</p>	<p>and opportunities to show the benefits of electric appliances.</p> <p>Specific barriers will depend on the audience and their needs. However, Peninsula Clean Energy has developed new residential programs, such as the Home Upgrade Services or the Electric Vehicle Advisor, to address the common barriers of cost and complexity.</p> <p>Peninsula Clean Energy is interested in funding outreach strategies that connect customers to these services and programs. Goal 3 states, “Help customers access additional clean energy benefits by familiarizing them with the Peninsula Clean Energy website and/or enrolling them in energy programs.”</p>