

# Welcome

The program will begin at 10:00am

Please introduce yourself in the CHAT window



Chat

Send a chat message to all participants  
with your name and organization

## Prepare your WebEx Event space:

1

**Locate this toolbar** at the bottom of your WebEx window.

**Click Participants and Chat icons** to open those panels.



Click



California Public  
Utilities Commission

2

### Raise your hand

By clicking the hand icon. Lower it by clicking again.

Participants

Search

Panelist (1)

Attendee



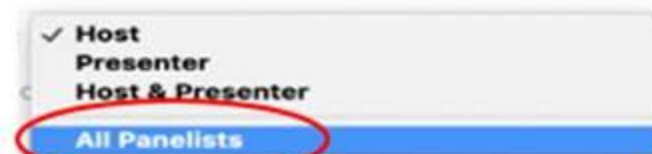
3

### For assistance/questions

select TO: **ALL PANELISTS**

**When providing chat feedback**

select TO: **ALL PARTICIPANTS**



# CEA-LAT Grant Application Round 3 FAQ

October 15, 2026



California Public  
Utilities Commission

# Welcome:

Today's CEA-LAT Grant Application session is intended for potential Round 3 grant applicants. We will provide a grant and application overview, offer helpful tips and answer application questions. Applicants for the Round 3 grant cycle must be California tax-exempt organizations headquartered within ZIP Code 91326 and cannot have previously received CEA-LAT grant funding. Round 3 funding is \$75,000.

# CEA-LAT Grant Account Status Summary

**Purpose:** Outreach and education to prepare for \$30 million in incentives prioritizing the Aliso Canyon Disaster Area communities; and to increase the number of heat pumps and electrified appliances in the San Fernando Valley.

- Incentive funding launch initially anticipated July/August 2026. With delays, now expected beginning of November.
- Aliso Canyon and San Fernando Valley prioritized for incentive funding until June 30, 2027.
- Remaining incentive funds shall be made available to other customers in the SoCalGas service territory.

# CEA-LAT Grant Account Status Summary

- **Current Focus of Work Efforts**

- Training of CBO staff on the Clean TECH Initiative
- Coalition building within communities and among additional CBOs
- Development of resources including workshop locations and materials.
- Conducting outreach and education activities
- Initial outreach focus to date:
  - Healthy Homes messaging
  - Connecting residents with [SwitchIsOn.org](https://switchison.org)
  - Marketing to familiarize topic with communities via flyer distribution, social media, participation in Heat Pump Week 2026, door-to-door flyer distribution.
  - Single family homes
- Prepping for incentive launch

# CPUC Hosted TECH Training



July 31, 2026 – CPUC staff, CBO staff and TECH team

# Project Narrative - Executive Summary

- Define the target community by geography and, if relevant, demographics
- Briefly describe the project plan and desired outcomes
- Explain why those outcomes meet this community's specific needs

**TIP:** Take this opportunity to highlight a uniqueness of your organization. Even if new to this type of work, why does it make sense for your organization to start working in building decarbonization and electrification outreach.

# Project Narrative- Organization Background

- Mission and history of serving the target community, backed by evidence and data.
- Explain experience with planning and implementing community outreach and education programs.
- Detail local stakeholder relationships that support the project
- Provide evidence and data of history working with target community and community need

**Tip:** This is where you show your organizational readiness to implement this grant.

# Project Narrative - Project Need

Make the Case With Data

| Element                     | What reviewers want to see                                                               |
|-----------------------------|------------------------------------------------------------------------------------------|
| <b>A. Community</b>         | How you serve the priority area                                                          |
| <b>B. Characteristics</b>   | Key traits of the population you serve                                                   |
| <b>C. Link Data to need</b> | Environmental justice issues, with data showing greater need than LA County overall      |
| <b>D. Benefits</b>          | Immediate and long-term benefits, especially health-related                              |
| <b>E. TECH alignment</b>    | Which TECH incentives the community qualifies for and how it meets the eligibility rules |

## Where to find your data

- CalEnviroScreen (CalEPA)
- U.S. Census QuickFacts
- TECH Heat Pump Data page
- TECH incentives and HPWH equity incentives pages
- California Department of Finance demographic data

**Citations are required.**

# Project Narrative - Project Plan and Metrics

## Outreach, Education & Evaluation Plan

- Outline your plan and how you will evaluate your success
- Describe a full timeline, planned activities, and data collection methods
- Clearly explain how you will measure impact

**TIP:** Evaluating impact of the outreach and education activities throughout the project is crucial.

## Metrics

- Identify concrete, measurable outcomes for your project.
- Have a plan to collect data and analyze it.
- Clear, quantifiable metrics show that your project is trackable and its success can be evaluated.

**TIP:** Be sure to align these answers with the goals, tasks, metrics, and outcomes in the submitted workplan. A metrics reporting template will be provided as a required deliverable of the grant.

# Supporting Documents

| Document                     | What reviewers look for                                                                                                                                   |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Workplan &amp; Budget</b> | Every activity, including data collection, with dates, staff, performance measures and outcomes; the budget part needs to include wages, hours and totals |
| <b>Letters of support</b>    | Two current letters written for this grant by partners or leaders who serve your target community.                                                        |

## Keep in mind

- Workplan and budget table are submitted as one document.
- Indirect costs may not exceed 25% of the award
- Refreshments, incentives/stipends, direct cash benefits, and general meetings not specifically related to this grant are ineligible
- Implementation must be completed by April 1, 2030

# Common Pitfalls to Avoid

- **Unnamed partners:** Identify staff by name and describe their roles, describe what specific activities and deliverables they will be working on in the narrative and Workplan.
- **A thin environmental justice case:** Describe your priority population with data, not just a commitment to serving them.
- **TECH must be the center of the project:** Build outreach around TECH and show you understand how it works and how you will do outreach relating to it.
- **Lack of organizational readiness:** This grant does not pay for infrastructure buildout; Show that the systems and staff are already in place; display operational readiness to perform outreach and education tasks including the tech, tools, and understanding of outreach and engagement communication strategies. Demonstrated capacity in financial management and expenditure tracking.
- **Costs out of proportion to reach:** Provide justifications for each line, explain each role and match spending to expected results.

For more information or questions:  
**[capacitygrants@cpuc.ca.gov](mailto:capacitygrants@cpuc.ca.gov)**



# Appendix A: Trailer Bill

1. Funds appropriated in Schedule (1) shall be used as follows:

- (a) \$2,000,000 shall be allocated for the Equity and Access Grant Program for community-based organizations to provide education and outreach about building decarbonization, healthy homes, and related health impacts. ~~Organizations located in the Aliso Canyon Disaster Area and the San Fernando Valley shall receive priority for receiving these funds. Additionally, these funds shall support Los Angeles County residents with education about electrification technologies, accessing funds from the Aliso Canyon Recovery Account, and addressing related health impacts.~~
- (i) *Any funds not awarded under this subprovision by August 31, 2026, shall support a third funding round of the Equity and Access Grant Program. Organizations shall be eligible for this third round only if they are headquartered within ZIP Code 91326 and have not received funding under this program in a prior funding round.*

Bill Text - AB-114 Budget Acts of 2022, 2023, 2024, and 2025.

# Scoring Criteria

| Supporting Documents – 35 Points                                                                                                                                                                                                                                        | Project Narrative* – 65 Points                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Application Coversheet (not scored)</li><li>• IRS Letter confirming 501(c)(3) status (not scored)</li><li>• Workplan Table (15 Points)</li><li>• Budget Table (15 Points)</li><li>• Two Letters of Support (5 Points)</li></ul> | <ul style="list-style-type: none"><li>• Executive Summary</li><li>• Organization Background and Qualifications</li><li>• Project Need</li><li>• Strategic Outreach, Education, and Evaluation Plan</li></ul> <p>*Applicants must cite their sources throughout the narrative.</p> |
| Formatting Requirements                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"><li>• No page limit</li></ul>                                                                                                                                                                                                         | <ul style="list-style-type: none"><li>• 15-page limit for Project Narrative</li><li>• No less than 10-point font</li><li>• 8 ½" X 11" paper with consecutively numbered pages</li></ul>                                                                                           |

\* Details on Project Narrative questions can be found in the Application Guidelines.