



coolcities

Solving Global Warming One City at a Time



BRINGING RECOVERY FUNDS HOME: AN ACTIVIST TOOLKIT FOR ENERGY EFFICIENCY AND CONSERVATION BLOCK GRANTS

As a Cool Cities activist, you are uniquely positioned to ensure that your local government takes full advantage of the opportunities afforded by the American Recovery and Reinvestment Act (ARRA), signed into law by President Obama on February 17, 2009.

These Recovery Funds - most notably the \$3.2 billion Energy Efficiency and Conservation Block Grants (EECBG) - are your community's best chance to jumpstart local clean energy and energy efficiency projects that provide long-term benefits and sustained job creation. Because the funding process seems complicated and is developing quickly, we've created this toolkit to assist your local Cool Cities campaign in educating your local government about this funding opportunity to "cool" your community and build a greener local economy.

What Can I Do?

You don't have to be an expert to talk with your local leaders about taking advantage of this new source of funding for Cool Cities solutions. Please see the following local government EEBCG checklist that will guide your local government through the first steps to receive EEBCG funding. Once you become familiar with the steps in this toolkit, you'll be ready to mobilize your Cool Cities campaign and show your mayor that you're ready to help them rebuild the local economy with clean energy solutions. Please check back for updates at:

<http://www.coolcities.us/ccforum/viewforum.php?f=39>

STEP 1: UNDERSTAND OPPORTUNITIES AND PROCESSES FOR YOUR LOCAL GOVERNMENT

The purpose of the Energy Efficiency and Conservation Block Grant Program is to:

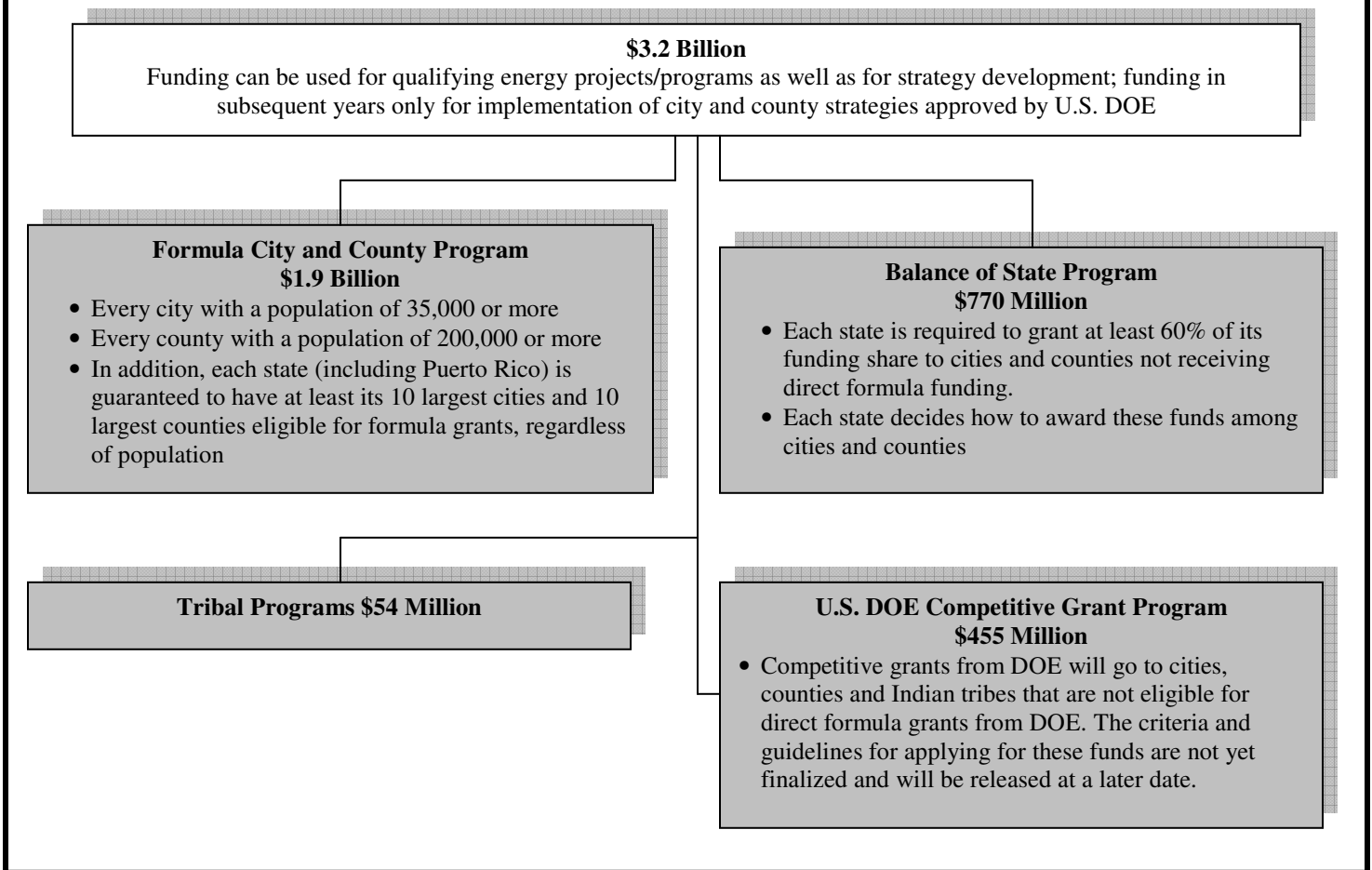
- Reduce fossil fuel emissions
- Decrease total energy consumption
- Improve energy efficiency in the transportation, building, and other energy consuming sectors
- Spur economic growth
- Create and/or retain jobs

The Big Picture:

The Energy Efficiency and Conservation Block Grant is a \$3.2 billion program through the Department of Energy's (DOE) Energy Efficiency and Renewable Energy Office (EERE). Cities and counties will receive nearly \$1.9 and states and territories will receive nearly \$770 million through formula funding under the EECBG Program. States will receive and administer funds for

those counties and cities that are not large enough to qualify for direct DOE formula funding. \$55 million will flow directly to tribal governments. The remaining \$455 million is planned to be made available under a separate competitive grant program for local energy efficiency projects.

The Energy Efficiency and Conservation Block Grant Program (EECBG)



Key terms for understanding the allocation of \$3.2 billion in EECBG funding:

Formula Grants – Funding automatically allocated for qualifying, eligible governments that apply to Department of Energy to receive funding through the EECBG. Formula grants go directly from DOE to the local government entity.

Competitive Grants – Funding distributed to qualifying, eligible governments through a competitive application processes. State Energy Programs may also choose to distribute their EECBG funds to local governments through a competitive grant process.

Formula/Eligible entities - Local governments that meet the threshold required in EECBG to be eligible to receive formula grants.
Formula/Eligible entities are:

- Cities with a population of at least 35,000 or that are one of the 10 most populous cities in the state
- Counties with a population of at least 200,000 or that are one of the 10 most populous counties in the state
- Each state (including Puerto Rico) is guaranteed to have at least its 10 largest cities and 10 largest counties eligible for formula grants, regardless of population
- Visit the EECBG formula funding map and click on your state to see if your community is receiving formula funding:
<http://www.eecbg.energy.gov/GrantAlloc.html>

Non-formula/Non-eligible entities - Smaller governments with a population of less than 35,000 that must apply for grants through the competitive processes.

- Cities with a population under 35,000
- Counties with a population under 200,000

Funding Allocation:

This is how the \$3.2 billion is divided up:

- \$1.9 billion in direct formula grants from DOE goes to cities and counties that are formula/eligible entities.
- \$770 million in direct formula grants from DOE goes directly to all 50 states, D.C. and all U.S territories and protectorates. Not less than 60% of these \$770 million in state funds **must** be granted to local governments that are not large enough to receive formula funding.
 - For a list of entities (cities, counties, and states) eligible for direct formula grants from the DOE and their allocation amounts, click here:
<http://www.eecbg.energy.gov/grantaloc.html>
- \$54 million in direct formula grants from DOE goes to Indian tribes listed in section 4 of the Indian Self-Determination and Education Assistance Act.
- \$455 million in competitive grants from DOE goes to cities, counties and Indian tribes that are not eligible for direct formula grants from DOE. The criteria and guidelines for applying for these funds are not yet finalized and will be released at a later date. **Check back at for updates at the Cool Cities EECBG forum:**
<http://coolcities.us/ccforum/viewforum.php?f=39>

EECBG Frequently Asked Questions:

My city is receiving formula funding. How is the funding amount we receive determined?

The population data used in Program formulas are from the 2007 U.S. Census Population.

State Formula

The formula for determining allocations to states includes three factors that are considered with equal weight: (1) the total population of the state; (2) the population of the state after subtracting the populations of all cities and counties eligible for direct formula grants from DOE in that state; and (3) the total energy consumption in the state, less consumption in the industrial sector.

City/County Formula

The formula for determining allocations to cities and counties is based on two weighted factors: resident and daytime (commuter) population. The resident population factor receives a weight of approximately 70%, and the daytime population factor receives a weight of approximately 30%. This accounts for the energy use of these populations.

To see the direct formula funding amounts allocated to eligible cities, counties, and states, click here: <http://www.eecbg.energy.gov/grantalloc.html>

My city is a Formula/Eligible entity and we will receive formula funding from DOE. Can we apply for any competitive grants?

Communities considered “eligible entities” for this purpose can access the following funding:

- Approximately \$1.904 billion in funding from the EECBG will be allotted in formula grants to only “eligible entities”.
- States are required to distribute at least 60% of the \$770 million they receive under the EECBG to non-eligible entities. Eligible entities may be able to receive some of the 40% or less of the remaining funds based each state’s independently develop mechanisms to distribute this funding, which may be in the form of competitive grants. Local governments should contact their state energy office for additional information.
- Approximately \$455 million in funding from the EECBG will be allotted to a competitive grant program available to all eligible entities under the EECBG including “non-eligible entities.”

My city is a Non-formula/Non-eligible entity because we’re a smaller city of only 15,000. What funding opportunities in EECBG are there for my city?

These communities (considered “non-eligible entities” for this purpose) can access the following funding:

- States are required to distribute 60% of the \$770 million in funding they receive under the EECBG to non-eligible entities. Within guidance established by Congress and DOE, states will independently develop mechanisms to distribute this funding. For eligibility information regarding funding from states, contact your State Energy Office. For contact information for your State Energy Office, visit the National Association of State Energy Officials (<http://www.naseo.org/>).
- Approximately \$455 million in funding from the EECBG will be allotted to a competitive grant program available to **all eligible entities** under the EECBG **including “non-eligible entities.”**

Additional Resources:

For more on the Energy Efficiency and Conservation Block Grants visit:

<http://www.eecbg.energy.gov/>

To obtain a copy of the Funding Opportunity Announcement, which contains complete information for grantees on the Program and application process, go to **FedConnect**

<https://www.fedconnect.net/FedConnect/>, click on “Search Public Opportunities and Awards,” and search for Reference Number: DE-FOA-0000013 or search for Title: Recovery Act – EECBG Program.

Also, visit ICLEI’s Energy Efficiency and Conservation Block Grants’ FAQ page for some more good details on how the funding works: <http://www.icleiusa.org/action-center/financing-staffing/energy-efficiency-and-conservation-block-grant-faqs>

EECBG Checklist and Funding Timelines for Your Local Government:

There are several steps your local government should take to make sure they meet the eligibility criteria and are able to receive formula funding and eventually apply for competitive grants.

- **Step 1:** Become familiar with FedConnect, the mechanism for applying to EECBG. Eligible entities should become familiar with FedConnect by reading: https://www.fedconnect.net/FedConnect/PublicPages/FedConnect_Ready_Set_Go.pdf
- **Step 2:** Register for the application process through FedConnect
In order to do business with the Federal government, a three-step registration process is required of all applicants. Please allow 21 days to complete the application process
 - Step 1: Request a DUNS Number, a unique nine digit identification number, at <http://fedgov.dnb.com/webform/displayHomePage.do>
 - Step 2: Register with the Central Contractor Registry (CCR) at <http://www.ccr.gov/>
 - Step 3: E-Business Point of Contact must register in FedConnect at <https://www.fedconnect.net/FedConnect/>
- **Step 3:** Register to receive updates from Energy Efficiency and Renewable Energy Office (EERE)
 - Subscribe to [EERE’s Progress Alerts](#) for updates on the Block Grants
- **Step 4:** Follow requirements in Program Guidance posted on the Federal Register to apply for funds.
 - To obtain a copy of the Funding Opportunity Announcement, which contains complete information for grantees on the Program and application process, go to **FedConnect** <https://www.fedconnect.net/FedConnect/>, click on “Search Public Opportunities and Awards,” and search for Reference Number: DE-FOA-0000013 or search for Title: Recovery Act – EECBG Program.
 - You can also download a copy of the EECBG Funding Opportunity Announcement at: <http://coolcities.us/resources/ForumLinks/ARRA/DE-FOA-0000013%5B1%5D.doc> (Attachments are not included. You must visit www.fedconnect.net/FedConnect to download necessary attachments.)
 - **DOE TO STATE AND LOCAL GOVERNMENT FORMULA FUNDING TIMELINE –**
 - **For Units of Local Government and Tribal Applicants Only:**
Applications Due Date: June 25, 2009 at 8:00:00 PM Eastern Time.
Applicants are encouraged to submit their applications well before this

due date. The latest information will be posted to <http://www.eecbg.energy.gov/>. Note: This applies to EECBG **formula funding for local governments**; other funding mechanisms have their own schedules and criteria, such as the competitive funds under the EECBG.

- **For State Applicants Only: Applications Due Date: May 26, 2009 at 8:00:00 PM Eastern Time.** *Applicants are encouraged to submit their applications well before this due date.* The latest information will be posted to <http://www.eecbg.energy.gov/>. Note: This applies to EECBG **formula funding distributed to state energy agencies**; other funding mechanisms have their own schedules and criteria, such as the competitive funds under the EECBG.
 - **STATE TO LOCAL GOVERNMENTS FUNDING TIMELINE:** Each state that receives EECBG funding must submit a proposed Energy Efficiency and Conservation Strategy to the DOE Secretary for approval. Once the DOE Secretary approves the proposed Energy Efficiency and Conservation Strategy of a state, the state shall provide sub-grants to ineligible/non-formula communities **no later than 180 days after the approval date.**
 - **COMPETATIVE FUNDING TIMELINE:** The timeline for the distribution of \$455 million in competitive funding is not yet known.
- **Step 5:** Work while you wait to receive your DUNS identification number.
 1. Prepare to implement a EECBG project quickly and efficiently
 2. Communicate with potential partners
 3. Organize project information
 4. Develop budget
 5. If applicable, begin working on Statement of Work (based on FY 08 RFP) and other grant forms
 6. Follow the guidance in the EECBG Funding Opportunity Announcement (<http://coolcities.us/resources/ForumLinks/ARRA/DE-FOA-0000013%5B1%5D.doc>)

DOE Resources and Contacts

1. **Visit the DOE website: Energy Efficiency and Conservation Block Grant Program:**
Website: <http://www.eecbg.energy.gov/>
2. **Contact the EERE Information Center via phone, e-mail or website:**
Phone: **1-877-EERE-INFO (1-877-337-3463) (Toll-free)**
Hours of operation – **9 am - 7 pm EST, Mon – Fri**
E-Mail: eereic@ee.doe.gov
Website: <http://www.eere.energy.gov/informationcenter/>

STEP 2: HAVE PROJECT IDEAS READY

Cool Cities activists can work with their local government to ensure that the projects proposed tackle community challenges on multiple fronts, including energy conservation, greenhouse gas reduction, high-quality job creation, and integrated training and support services for good, green jobs. Start identifying projects your Cool Cities campaign has been promoting or was hoping to see happen in your community. Bring these ideas in an organized coalition to your local government. They want to hear from you!

To provide some perspective on what Department of Energy will be looking for when local governments apply for grants, here is a list of their objectives for EECBG funding:

- Invest funds for economic stimulus effect now **and** to meet long-term energy goals
- Create comprehensive energy strategies that benchmark current performance and set goals
- Develop programs and projects that will persist beyond grant period
- Leverage funds with public and private sources
- Coordinate at regional levels
- Priority will be given to units of local governments located in States with populations of less than 2,000,000 or to plans that carry out projects that would result in significant energy efficiency improvements or reduction in fossil fuel use.

The EECBC projects should strategically tackle multiple dimensions to challenges in our communities. Please advocate that the projects embody as many of the following Sierra Club's Economic Recovery Principles below as possible:

Sierra Club's Economic Recovery Principles:

1. Reduce your local government's energy consumption and greenhouse gas emissions in:
 - a. Building Stock
 - b. Transportation
 - c. Energy production
2. Create high quality, long-term jobs
 - a. Include opportunities and job training for low-income groups
 - b. Provide equality in new job opportunities
3. Reduce operating costs for public entities
 - a. Free up existing resources for other necessities
 - b. Reduce utility bills
4. Make local businesses more competitive
 - a. Increase value of private real estate
 - b. Reduce operating costs, energy consumption, and greenhouse gas emissions
5. Save average consumers and households money
 - a. Increase availability of affordable, renewable energy
 - b. Reduce energy consumption
6. Invest funds for economic stimulus effect now **and** to meet long-term energy goals
7. Create comprehensive energy strategies that benchmark current performance and set goals
8. Develop programs and projects that will persist beyond grant period
9. Leverage funds with public and private sources
10. Collaborate with other local governments and at regional levels
11. Create targeted and coordinated approaches to projects
12. Provide transparency and accountability to the public

Eligible Projects Under EECGB

The following types of projects and initiatives are eligible for funding through the Energy Efficiency and Conservation Block Grant Program. The information below is pulled directly from the American Recovery and Reinvestment Act of 2009. An eligible entity may use EECGB grants to carry out activities to achieve the purposes of the program, including the following:

Energy Efficiency and Conservation Strategy

- (1) development and implementation of an energy efficiency and conservation strategy under section 545(b);
- (2) retaining technical consultant services to assist the eligible entity in the development of such a strategy, including:
 - (A) formulation of energy efficiency, energy conservation, and energy usage goals;
 - (B) identification of strategies to achieve those goals:
 - (i) through efforts to increase energy efficiency and reduce energy consumption; and
 - (ii) by encouraging behavioral changes among the population served by the eligible entity;
- (C) development of methods to measure progress in achieving the goals;
- (D) development and publication of annual reports to the population served by the eligible entity describing:
 - (i) the strategies and goals; and
 - (ii) the progress made in achieving the strategies and goals during the preceding calendar year; and
- (E) other services to assist in the implementation of the energy efficiency and conservation strategy;

Energy Audits and Building Retrofits

- (3) conducting residential and commercial building energy audits;
- (4) establishment of financial incentive programs for energy efficiency improvements;
- (5) the provision of grants to nonprofit organizations and governmental agencies for the purpose of performing energy efficiency retrofits;
- (6) development and implementation of energy efficiency and conservation programs for buildings and facilities within the jurisdiction of the eligible entity, including—
 - (A) design and operation of the programs;
 - (B) identifying the most effective methods for achieving maximum participation and efficiency rates;
 - (C) public education;
 - (D) measurement and verification protocols; and
 - (E) identification of energy efficient technologies;

Transportation Energy Efficiency

- (7) development and implementation of programs to conserve energy used in transportation, including:
 - (A) use of flex time by employers;
 - (B) satellite work centers;
 - (C) development and promotion of zoning guidelines or requirements that promote energy efficient development;
 - (D) development of infrastructure, such as bike lanes and pathways and pedestrian walkways;
 - (E) synchronization of traffic signals; and
 - (F) other measures that increase energy efficiency and decrease energy consumption;

Building Energy Codes

- (8) development and implementation of building codes and inspection services to promote building energy efficiency;

Distributed Generation and District Power

- (9) application and implementation of energy distribution technologies that significantly increase energy efficiency, including:
 - (A) distributed resources; and
 - (B) district heating and cooling systems;

Recycling and Material Energy Recovery

- (10) activities to increase participation and efficiency rates for material conservation programs, including source reduction, recycling, and recycled content procurement programs that lead to increases in energy efficiency;

Landfill Methane Capture and Use

- (11) the purchase and implementation of technologies to reduce, capture, and, to the maximum extent practicable, use methane and other greenhouse gases generated by landfills or similar sources;

LED/Efficient Traffic Signals

- (12) replacement of traffic signals and street lighting with energy efficient lighting technologies, including:
 - (A) light emitting diodes; and
 - (B) any other technology of equal or greater energy efficiency;

Renewable Energy on Public Facilities

- (13) development, implementation, and installation on or in any government building of the eligible entity of onsite renewable energy technology that generates electricity from renewable resources, including:
 - (A) solar energy;

- (B) wind energy;
- (C) fuel cells; and
- (D) biomass; and

Discretionary

- (14) any other appropriate activity, as determined by the Secretary, in consultation with:
 - (A) the Administrator of the Environmental Protection Agency;
 - (B) the Secretary of Transportation; and
 - (C) the Secretary of Housing and Urban Development.

For more project ideas that may be eligible for EECBG, visit pages 16 – 17 of the **Cool Cities Activist Toolkit**:

(http://www.coolcities.us/resources/activistTools/CoolCities_ActivistToolkit.pdf).

For suggested clean energy solutions and read the U.S. Conference of Mayors EECBG factsheet:

<http://www.usmayors.org/recovery/documents/factsheet-eecbg.pdf>

STEP 3: TAKE ACTION

Need a few organizing ideas or a quick brush up on strategy and tactics? Rather than reinvent an already well-oiled wheel, there are many resources to help you make your voice heard.

Take some time to explore the **Cool Cities Activist Toolkit**

(http://www.coolcities.us/resources/activistTools/CoolCities_ActivistToolkit.pdf)

and **Green For All's Green Recovery for All Toolkit**

(<http://coolcities.us/resources/ForumLinks/GreenRecoveryForAlltoolkit.pdf>) for organizing guidance and ideas that you can adapt to promote smart, clean energy recovery projects.

ACTION IDEA #1: Talk to City Hall with a strategic coalition

Green for All p. 2

Cool Cities p. 8 - 10

ACTION IDEA #2: Set up Meeting with Key Partners, Your Mayor, or City Council Member

Green for All p. 3-5

Cool Cities p. 10 -11

ACTION IDEA #3: Invite Your Local Officials to a Town Hall Meeting

Green for All p. 5-7

Cool Cities p. 10 -11; 18-19

ACTION IDEA #4: Share your Story with the Press

Green for All p. 9-10

Cool Cities p. 11-13; 18-19; 25-28

Media sample materials p. 21-23, 30

ACTION IDEA #5: Host a House Party or other Meetup

Green for All p. 7-9

ACTION IDEA #6: Keeping the Pressure On

Cool Cities p. 13-15

Key Resources to share with your local government:

<http://www.usmayors.org/recovery/documents/factsheet-eecbg.pdf>

STEP 4: SHARE YOUR STORY

Take advantage of the national Cool Cities and Sierra Club networks to share your story and knowledge, connect others, and ask questions.

For local level recovery work:

Please add comments, ask questions, and share knowledge at the **Economic Stimulus Funds for Cool Cities forum**: (Sign into the website, so you can post your replies.)

<http://www.coolcities.us/ccforum/viewforum.php?f=37>

For state level recovery work:

Visit **Sierra Club's Online Forum on State Level Recovery Work** to share your successes, post questions, and learn more about what you can do at the state level:

www.sceconrecovery.ning.com

Share your local stories with the White House Recovery website at:

<http://www.recovery.gov/?q=content/share-your-experience>

If you have questions or comments, please contact us at cool.cities@sierraclub.org. For additional information, please reference the Cool Cities American Recovery and Reinvestment Act of 2009 Resource Library to see the many useful resources created by other groups.

<http://coolcities.us/resources/campaignHandouts/ARRA/ARRA%20Resource%20LibraryFinal.doc>

Appendix 1: EECBG Checklist and Funding Timelines for Your Local Government Handout
Please see the next page.

EECBG Checklist and Funding Timelines for Your Local Government: There are several steps your local government should take to make sure they meet the eligibility criteria and are able to receive formula funding and eventually apply for competitive grants.

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In order to do business with the Federal government, a three-step registration process is required of all applicants. Please allow 21 days to complete the application process
 - Step 1: Request a DUNS Number, a unique nine digit identification number, at <http://fedgov.dnb.com/webform/displayHomePage.do>
 - Step 2: Register with the Central Contractor Registry (CCR) at <http://www.ccr.gov/>
 - Step 3: E-Business Point of Contact must register in FedConnect at <https://www.fedconnect.net/FedConnect/>
- **Step 3:** Register to receive updates from Energy Efficiency and Renewable Energy Office (EERE)
 - Subscribe to **Progress Alerts** at <http://apps1.eere.energy.gov/news/subscribe.cfm>
- **Step 4:** Follow requirements in Program Guidance posted on the Federal Register to apply for funds.
 - To obtain a copy of the Funding Opportunity Announcement, which contains complete information for grantees on the Program and application process, go to **FedConnect** <https://www.fedconnect.net/FedConnect/>, click on “Search Public Opportunities and Awards,” and search for Reference Number: DE-FOA-0000013 or search for Title: Recovery Act – EECBG Program.
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DOE Resources and Contacts

1. **Visit the DOE website: Energy Efficiency and Conservation Block Grant Program:**
Website: <http://www.eecbg.energy.gov/>
2. **Contact the EERE Information Center via phone, e-mail or website:**
Phone: 1-877-EERE-INFO (1-877-337-3463) Website: <http://www.eere.energy.gov/informationcenter/>