

Illustrative Project Profiles for the Power Ahead Colorado Community Engagement Grant Program

Document Overview

The project profiles below are illustrative examples of the types of projects that could be supported through the Power Ahead Colorado Community Engagement Grant Program. They are intended to provide a sense of the range and flexibility of projects that organizations may propose, including different types of organizations, communities, activities, and grant sizes.

These examples are intended as inspiration, not as models or templates.

Applicants are not expected to follow these approaches. Proposed projects should reflect your organization's strengths, community relationships, understanding of local needs, and proposed approach.

Sample Grant Profile #1

Energizing our Neighborhoods: Home Energy Outreach

Sample Grant Profile #2

Library Tour

Sample Grant Profile #3

Energy Efficiency Careers Job Story Slams



Sample Grant Profile #1 - Energizing our Neighborhoods: Home Energy Outreach

Applicant Name: Community Energy Action

Project Title: Energizing our Neighborhood: Home Energy Outreach

Project Description: Community Energy Action will conduct three neighborhood outreach and education campaigns to help residents better understand home energy efficiency, electrification, heat pumps, and available rebates. The campaign will also include information on the other programs of Power Ahead Colorado such as workforce. Neighborhoods will be selected based on home ownership data as well as energy burden. The project will consist of building one on one relationships in each neighborhood to promote in-depth conversations. The culmination of each neighborhood campaign will be at least one Heat Pump Home party, where a homeowner who has already made changes to their energy system will host workshop for their neighbors to support in-person experience with heat pumps as well as the opportunity to learn more about Power Ahead Colorado programs in a welcoming atmosphere.

Total Grant Amount Requested: \$75,000

Example Activities

- Recruit and support community outreach volunteers/ambassadors through stipends
- Conduct neighborhood canvassing and community outreach to share information and promote Heat Pump Home Party
- Provide Spanish interpretation and translation of materials
- Develop and distribute multilingual outreach materials, including flyers, signage, and social media/community advertising
- Provide food, refreshments, and on-site childcare
- Take pictures during the home parties and create social media content

Project Costs

- Conduct post-event follow up communication with attendees
- Staffing: Outreach Specialists, Project Coordinator
- Community outreach volunteer stipends
- Event planning and administrative support
- Venue rental
- Food and refreshments
- Childcare during the events
- Spanish translation and interpretation services
- Workshop facilitation and subject-matter expertise
- Outreach materials and printing
- Social media and community advertising
- Educational demonstration supplies
- Photography/videography
- Follow-up communications

Potential Measures of Success

Number of:

- Neighborhood ambassadors trained
- Conversations held about heat pumps and Power Ahead Colorado during canvassing
- Materials distributed
- Attendees at home parties

Sample Grant Profile #2 - Library Tour

Applicant Name: Books for Better Homes

Project Title: Heat Pump Library Tour

Project Description: The project will bring heat pump education to a place many people already go on a regular basis: the library. The tour will include at least three stops and include a static display educating the library patrons about heat pumps and their role in improving indoor and outdoor air quality. Each stop will also include a workshop where a heat pump expert and Power Ahead Colorado staff member will do a brief and interactive presentation about home electrification and Power Ahead Colorado programming. The staff will then answer questions. Participants at the workshop will be entered to win a gift card and a meal will be provided at each event. A webpage will be created to highlight the tour including stories and photos from the tour.

Total Grant Amount Requested: \$30,000

Example Activities

- Plan and coordinate three library workshop tours, including logistics and day-of execution
- Assemble a static educational and interactive display about building electrification and heat pumps as well as Power Ahead Colorado programming
- Host 3 library-based community workshops featuring presentation, Q&A, and hands-on educational demonstrations, including a local HVAC/heat pump expert presenter

Project Costs

- Display translation
- Print materials
- Childcare at workshops
- Food at workshops
- Interpretation services for workshops
- Workshop facilitation and subject-matter expertise
- Outreach materials and printing
- Social media and community advertising
- Gift card prize
- Staffing

Potential Measures of Success

Number of:

- Interactions with static display
- Workshop attendees
- Interactions with social media posts & website

Sample Grant Profile #3 - Energy Efficiency Careers Job Story Slams

Applicant Name: Stories the Slam

Project Title: Energy Efficiency Careers Job Story Slams

Project Description: This project will increase awareness of careers in energy efficiency through story slams. Story slams are evocative events where storytellers vividly share their experience with feeling and rich description. The project team will recruit participants from the electrification trades to attend a storytelling workshop where participants will be supported to write and share their story of getting into and working in the trades. Then, those interested will go on to participate in the story slams. The team will host at least three story slams across the Denver Metro area including active outreach to recruit attendees interested in the trades and collaboration with Power Ahead's three GAPs programs to support underserved populations getting into the trades.

Total Grant Amount Requested: \$50,000

Example Activities

- Hire qualified program team including storytelling expert and story slam coordinator
- Plan and conduct at least two storytelling workshops to prepare for story slams
- Conduct at least 3 story slams in the Denver metro area

Potential Project Costs

- Venue rental
- Outreach materials
- Staffing
- Childcare during story slams
- Refreshments for story slams
- Stipends for storytellers
- Workshop facilitation
- Outreach material creation and printing

Potential Measures of Success

Number of:

- Workforce organizations with whom the project team collaborates
- Storytellers attending the storytelling workshop
- Attendees at the story slam
- People from the story slam who sign up for Power Ahead Colorado's workforce program after attending the story slam