

Eco-City Advocates Program

Notice of Funding Opportunity (NOFO)

Program Overview

The City of Alexandria (the City) is seeking proposals from community-based organizations (CBOs) to participate in the Eco-City Advocates Program. The purpose of the program is to increase access to and participation in State, City energy efficiency and mobility programs, with a focus on advancing environmental justice and reducing household energy burden.

Selected CBOs will receive grant funding to recruit, support, and manage Eco-City Advocates. They will engage with community members to increase enrollment in programs that could reduce energy burden, improve home efficiency, and support healthier living conditions. This Program advances the City's [Environmental Action Plan 2040 \(EAP\)](#) and centers environmental justice, equity, and community resilience.

Program Goals

- Increase participation in the Commonwealth's Weatherization and Utilities Programs by Alexandrians. Such as:
 - [The Weatherization Assistance Program \(WAP\)](#)
 - Community Housing Partners (CHP) – [Weatherization Program](#)
 - [Dominion Energy Virginia](#)
 - Washington Gas – Low Income Energy Audit and Weatherization Program

- Help community members sign up for energy, healthy homes, and transportation programs, and share tips to lower utility bills and make homes healthier and more comfortable.
 - [Eco-City Homes Program](#)
 - [Guaranteed Ride Home](#)
 - [Metro Lift](#)
 - [Cabi for All](#)

- Promote equity in climate action in Alexandria.

Summary Information

- Release Date: **March 5th, 2026**
- Proposal Due Date: **March 30th, 2026 at 11:59 P.M.**
- Anticipated Period of Performance: **May 4th, 2026 – November 30th, 2026**
- Grant Amount: **Up to \$10,000 per CBO**
- Total Funds Available: **\$30,000**
- Submission Method: **Email to eco-cityalexandria@alexandriava.gov**
- Announcement of Selected CBOs: **Monday April 20th, 2026**
- Point of Contact: **Yulia Fernandez Marcos, Community Engagement and Climate Justice Manager**
eco-cityalexandria@alexandriava.gov

Scope of Work

Each selected CBO will recruit and support **three (3) Eco-City Advocates** to conduct outreach and enrollment support over a six-month period.

Allowable Budget Categories

- **Advocate Stipends/Salary** -Compensation for Eco-City Advocates, including required City-led training.
- **Community Outreach Costs** -Food, materials, supplies, and event-related expenses.
- **Program Administration Costs** – CBO staff's labor to administer and manage the program.

Each Eco-City Advocate must work a minimum of **20 hours per month** throughout the Program period.

Program Activities

Phase 1: Training and Planning

- Advocates and CBOs will participate in City-led in person training (1 session)

- Development of a six-month outreach plan, including:
 - Community and neighborhood events
 - Target multifamily buildings
 - Coordination with partner organizations

Phase 2: Community Outreach and Engagement

Advocates will conduct outreach activities including:

- Engaging property managers of multifamily buildings
- Tabling at neighborhood and CBO-hosted events
- Partnering with community organizations and faith-based groups
- Providing presentations and enrollment assistance
- Conducting outreach via social media, WhatsApp, flyers, and in-person engagement
- Documenting activities and community feedback (with consent).

Reporting Requirements

Monthly Reports:

- **Financial Report:** Expenditures, activities completed, and remaining balance
- **Programmatic Report:** Progress, sign-ups, challenges, community feedback, and recommendations.

Final Report:

Final Report should be divided into two sections

- **Program Section:** Outcomes, lessons learned, community response, and program recommendations

CBO Eligibility

Eligible applicants must:

- Be a Community-Based Organization located in and serving Alexandria residents
- Demonstrate established trust and experience with community engagement
- Applicants must be registered as a City Vendor prior to receiving any grant funding awarded to the City. Applicants can register at <https://selfservice.alexandriava.gov/vss/Vendors/default.aspx>

Proposal Submission Requirements

Proposals must be submitted via email and include:

1. **Cover Letter** signed by an authorized representative
2. **Organizational Information** (mission, experience)
 - **Key Personnel Information** and resumes (resumes submitted as an appendix)
3. **Proposed Project Narrative** (outreach strategy, Advocate recruitment, partnerships)
4. **Staffing and Experience**
5. **Budget Summary** aligned with allowable categories
6. **IRS 990 Form**

Proposal Evaluation Criteria

Proposals will be evaluated based on:

- **Qualifications and Experience**
The organization demonstrates relevant experience, past performance, and the capacity to successfully deliver projects of similar scope and complexity.
- **Project Approach**
The proposal outlines a clear, feasible, and well-structured approach that aligns with the project goals, timeline, and expected outcomes.
- **Key Personnel**
The proposed team includes qualified staff with the appropriate expertise, roles, and availability to effectively carry out the project.
- **Budget Proposal**

The budget is detailed, reasonable, and cost-effective, with expenses that are clearly justified and aligned with the proposed activities.

Questions and Submission

- Questions on the Request for Grant Proposals should be submitted to eco-cityalexandria@alexandriava.gov by **March 13th, 2026 at 11:59 p.m.** After this date, we won't be able to help with any questions.
- For any questions, please email Yulia Fernandez Marcos at eco-cityalexandria@alexandriava.gov
- Answers to questions received will be posted on **March 20th, 2026** [here](#).
- **Completed proposals** must be submitted by **March 30th, 2026 at 11:59 p.m.** to: eco-cityalexandria@alexandriava.gov
- For updates on public questions, sign up [here](#)

Commented [AP1]: I would specify when you will post responses to the Q&A - I would post it no later than March 23, so folks have 1 full week before the responses are due. If you plan to issue this Friday, I would make questions due the 13, and responses posted the 20 to give applicants as much time as possible to review.