Eco-City Advocates Program

Request for Grant Proposals (RGP)

1. Program Overview

1.1 Purpose

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 low-income communities and reducing household energy burden.

1.2 Program Description

The Eco-City Advocates Program is a community-based initiative that empowers trusted community members to engage residents in underserved communities.

Selected CBOs will recruit, support, and manage Eco-City Advocates who will conduct outreach, education, and enrollment assistance related to energy efficiency and mobility programs. The program supports healthier homes, lower utility costs, and the goals of the City's Environmental Action Plan 2040.

1.3 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.

1.4 Timeline

- Publish Notice of Funding: **March 5th, 2026**
- Open Period for Applications: **March 5th -March 30th, 2026**
- Deadline to Receive Applications: **March 30th, 2026, at 11:59 p.m.**
- Review Applications: **April 10th – April 17th, 2026**
- Expected Program Start: **May 4th, 2026**
- Expected Program End for Eco-City Advocates: **October 30th, 2026**
- Expected Program End for CBOs: **November 30th, 2026**

1.5 Proposal Submission

Proposals must be submitted as one PDF via email to

eco-cityalexandria@alexandriava.gov by **March 30th, 2026, at 11:59 p.m.** established by the City. Submitted proposals must be no longer than 10 pages, excluding cover pages, tables of contents, appendices, etc.

2. Program Overview

2.1 Period of Performance

For the Eco-City Advocates, the period of performance is six months May 4th to October 31st, and for the CBO's Representatives it is 7 months.

2.2 Questions on the Request for Grant Proposals

Questions should be submitted to eco-cityalexandria@alexandriava.gov by **March 16th, 2026 at 4:00 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
- For public questions visit Addendum (add link) Completed proposals must be submitted by **March 16th at 4:00 p.m.** to: eco-cityalexandria@alexandriava.gov
- For update son public questions, sign up here (ADD link)

2.3 Funding Amount

Each selected CBO will receive $10,000 in grant funding. A maximum of three CBOs will be selected.

2.4 Required Staffing

Each CBO must recruit and support three Eco-City Advocates. Each Advocate is required to work at least 20 hours per month during the period of performance.

2.5 Allowable Use of Funds

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

3. Program Scope of Work

3.1 Phase I: Training and Planning

3.1.1 The City will provide mandatory training for CBOs and Eco-City Advocates in two virtual sessions.

3.1.2 CBOs and Eco-City Advocates will develop a six-month outreach and engagement plan that includes community and neighborhood events, coordination with other partner organizations, and strategies to prioritize residents of multi-family buildings.

3.1.3 Administrators must help Eco-City Advocates connect with existing partners to search for possible collaborations in community outreach, tabling at their events, etc. Administrators must enlist all partners, email and point of contact.

3.1.4 Administrators must be available to support Eco-City Advocates during this period.

3.2 Phase II: Program Execution - Community Outreach and Engagement

3.2.1 CBOs and Eco-City Advocates will conduct outreach to residents and property managers, with a primary focus on multifamily housing.

3.2.2 Participate in community events and tabling opportunities.

3.2.3 Partner with community organizations, service providers, and faith-based institutions to conduct outreach.

3.2.4 Provide presentations, distribute State, City and CHP materials, and assist residents with program applications and sign-ups.

3.2.5 Maintain ongoing communication with residents through in-person engagement, digital platforms, and printed materials.

3.2.6 Document outreach activities, including attendance, feedback, and photographs when consent is provided.

3.2.7 Administrators must be available to support Eco-City Advocates during this period

3.2.8 During this period, CBOs must submit monthly reports

- CBOs must submit monthly reports to the City that include a summary of grant expenditures, activities completed, and remaining balances.

3.3 Phase III: Final Reporting

3.3.1 As part of the grant requirements, the CBOs have the 7th month to submit a detailed report summarizing (add final date to submit the report)

Final report must contain a summary of community's feedback, Eco-City Advocates observations, conclusions, barriers, common needs, how to improve program delivery, adjusted outreach strategies, tangible outcomes the number of participants reached or signed up, which programs generated the most interest,
community feedback and engagement outcomes, including, what worked well, suggestions expressed by the community members.

3.3.2 Eco-City Advocates will not be involved in this period of final report

4. Eligibility

4.1 Eligible Applicants
Eligible applicants must be community-based organizations located in or serving the City of Alexandria with demonstrated experience and trust within the communities they serve.

4.2 Responsibilities

The selected CBO is responsible for recruiting Eco-City Advocates from within the communities served and overseeing their participation in the program.

5. Proposal Requirements

The Proposal must be submitted **on a single PDF** and with a maximum of **ten (10) pages**.

5.1 Cover Letter

Applicants must submit a signed by an authorized representative of the CBO.

5.2 Organizational Information

Applicants must provide a summary of the organization's background, mission, years of operation, and communities served.

5.2.1 Key Personnel Information

Key Personnel Information and resumes.

5.3 Project Narrative

Applicants must describe community needs, proposed strategies to complete the scope of work, anticipated impact, and alignment with environmental justice principles.

5.4 Staffing and Experience

Applicants must provide key personnel that will support the project and a summary of their experience. Provide resumes as an attachment.

5.5 Budget Summary

Applicants must submit a budget summary aligned with allowable funding categories.

5.6 IRS 990 Form

Applicants must submit IRS 990 Form

6. Proposal Review and Selection

6.1 Evaluation Criteria

Proposals will be evaluated based on community needs, program approach, organizational capacity, feasibility, and alignment with environmental justice goals.

6.2 Selection Process

The City reserves the right to select all, some, or none of the proposals received.

6.3 Scoring System

Criteria Name and Description	Possible Points
Qualifications and Experience	35
Project Approach	30
Key Personnel	10
Budget Proposal	25
Total	**100**

1. Qualifications and Experience – 35 points

This criteria includes information about the organization of the Bidder and relevant experience (Section 5.2). The bid will be evaluated on the demonstrated qualifications of the Applicant and its team to meet the requirements of the program, including, but not limited to, relevant experience conducting sustainability or environmental-related community outreach, developing and executing outreach plans to meet program goals and demonstrate impact, grant administration, and successful outreach and engagement with environmental justice communities.

2. Project Approach - 30 points

This criteria includes information about the Bidder's capacity to complete the Scope of Work (Section 3) within the proposed period of performance. The bid will be evaluated on the demonstrated understanding of the program requirements and strength of the technical approach, including but not limited to the strength of the propose outreach mechanisms, robustness of recommend partner organizations and existing partner network, strength of recruitment strategies for Advocates and mechanisms to track and evaluate progress towards program goals, and capabilities to administer grant funds and comply with program requirements.

3. Key Personnel and Team Composition – 10 points

This criteria includes information about the proposed Key Personnel experience, resumes, and team composition (**Section 5.3**). Evaluation will consider the bidder team's experience and demonstrated ability to meet the required scope of work.

4. Budget Proposal – 25 points

This criteria includes information about the budget summary (Section 5.4). Evaluation will consider how the available $10,000 project budget is proposed to be used across the allowable budget categories ([put them here]) to meet project goals.