



## **Multifamily Affordable Solar Housing Track 2 Grant Proposal**

### **Program Background**

The Multifamily Affordable Solar Housing (MASH) program is part of the California Solar Initiative (CSI) and aims to facilitate the adoption of solar technology in the multifamily affordable housing sector. The MASH program provides incentives in the form of up-front rebates to multifamily affordable housing facilities to offset the installation costs for solar photovoltaic (PV) systems.

There are two Tracks of MASH incentives. Track 1 offers fixed incentives based on the PV system's expected performance, and whether a system offsets common or tenant load. Track 2 allows applicants to compete for higher incentives if the project is expanded to include additional tenant benefits. The primary objective of Track 2 is to foster innovation in the low-income market segment and stimulate partnerships that ultimately provide benefits to tenants. This will be accomplished by allowing applicants to propose their own ideas.

MASH is overseen by the California Public Utilities Commission (CPUC) with three Program Administrators (PAs): Pacific Gas & Electric (PG&E), Southern California Edison (SCE) and the California Center for Sustainable Energy (CCSE) for San Diego Gas & Electric Company (SDG&E) customers.

All grant proposals must comply with the elements of the MASH program adopted by CPUC Decision 08-10-036. The guidelines are detailed below. Grant application process overview, submission deadlines and all MASH forms are located on the Program Administrators' website. Make sure that you read and understand the scoring criteria before writing your proposal. Please note that general project information from winning applications may be made available to the public.

### **Eligibility**

To qualify for MASH incentives, a property must meet the following criteria:

- The site must be within the service territory of PG&E, SCE, or SDG&E
- The project must meet the definition of low-income residential housing set forth in Public Utilities Code § 2852 and Health and Safety Code § 50079.5:



- Multifamily housing financed with low-income housing tax credits, tax-exempt mortgage revenue bonds, general obligation bonds, or local, state or federal loans or grants.
- At least 20% of units are rented to lower income households and are subject to a deed restriction or affordability covenant for at least thirty (30) years
- The project must have an occupancy permit for at least two (2) years prior to applying.

### **Application Schedule & Incentive Budget**

There are two Track 2 application cycles per year. In the first and third quarters, the PAs will accept applications for projects in their respective service territories. Applicants are notified in the subsequent (second or fourth) quarter whether their application has been approved. The PAs will hold an applicant workshop at least thirty (30) days prior to the application submittal deadline to provide interested parties an opportunity to clarify program requirements. Specific applicant workshop dates, submission deadlines and award dates are posted on each PAs' website.

The maximum award per cycle is 20 percent of each PAs' MASH Track 2 budget as noted in the table below. MASH funds will be available until they are exhausted or until December 31, 2015, whichever occurs first. The PAs pay incentives only after the system is installed, operable and has passed field verification.

<b>SCE</b>	<b>PG&amp;E</b>	<b>CCSE</b>
MASH Track 2 Budget \$9,200,000	MASH Track 2 Budget \$8,740,000	MASH Track 2 Budget \$2,060,000
Maximum Award Per Cycle \$1,840,000	Maximum Award Per Cycle \$1,748,000	Maximum Award Per Cycle \$412,000



## **Instructions**

Grant applications must be submitted to each of the PAs in its respective service territory according to the timelines established in each competitive application cycle.

A grant proposal package must include:

1. Completed MASH Track 1 Reservation Request documents, which are currently posted on each PA's website;
2. A grant proposal containing all of the information requested in each of the following sections. Each submitted section must be covered in the proposal and should have a header that corresponds to the headers listed below; and
3. A signed grant proposal form.

The scoring criteria are detailed below the Grant Proposal Sections.

## **Grant Proposal Sections**

### **Section 1 - Organizational Information**

Give a short history of your organization. Include its mission, the population it serves and an overview of its track record in achieving its mission. Describe or list your programs if applicable. Include your experience with renewable energy and energy efficiency in multifamily affordable housing and financing affordable housing projects.

This section should also include details about the specific affordable housing project including the resident population it serves.

### **Section 2 - Project Overview**

Describe your proposed project in detail. Explain what the benefits will be and how they will be transferred to the tenants. Benefits should include, but are not limited to the following:

- **Direct tenant benefit:** Any operating cost saving from the project that is shared with tenants of affordable housing buildings through:
  - A recurring payment or financial credit.
  
  - Implementation of energy efficiency measures that reduce the building's overall energy demand and the savings are passed on to the tenants. This may include appliance upgrades, weatherization measures, or participation in any of the energy efficiency programs offered by the IOUs such as Low Income Energy Efficiency (LIEE).
  
- **Education and Outreach:** Part or all of the incentive that will go towards programs that increase tenant awareness and understanding of issues pertaining to environmental sustainability (renewable energy, energy efficiency, etc...) Information can be disseminated as handout material, meetings, workshops or other modes of delivery. This may include an outreach plan that leverages existing outreach and training programs.
  
- **Green Job Creation and/or Training:** Part or all of the incentive that will go towards the development of, placement in, or training for, employment opportunities for tenants (who have barriers to employment) in fields related to environmental sustainability. The goal should be to improve tenants' skill sets and market themselves in the green economy.

### **Section 3- Project Timeline**

Be sure to include a timeline for completion with milestones and note how the project specifications and progress can be verified by PAs.

### **Section 4 - Budget**

Attach a short budget showing expected expenses and resulting savings or value created. The expenses portion should include all project costs, both solar and non-solar.

### **Section 5 - Need Statement**

This can either be written out in a dollar/watt format or as a total amount. The Need Statement should be well supported with evidence to substantiate the need for a larger incentive.

### **Section 6 - Goals and Objectives**

State what you ultimately hope to accomplish with the project, and describe the expected results.

## Scoring Criteria

The PAs will use the following scoring criteria and weighting for evaluating each proposal and for judging how well individual applications meet the MASH program goals.

The table below provides a detailed explanation for each scoring criterion and also illustrates how they relate to sections of the grant proposal. The Scoring Criteria are based on key program values and the ability to effectively measure proposals. Each section is weighted.

Projects will be rated on a ten-point scale for each weighted category as described below. A minimum score of 70 is required for Track 2 eligibility. In the event of a tie, preference will be given to the more innovative project.

Scoring Criterion	Weighting	Explanation
<b>Cost-Reducing Benefits Shared with Tenants</b>	45%	<p>The PAs look at the following:</p> <ul style="list-style-type: none"> <li>• How the project is going to reduce the amount of a tenant's monthly expenses, through the PV system itself, or through additional energy efficiency upgrades or other building improvements.</li> <li>• How well the applicant explains how these expected benefits will be shared with the tenants.</li> <li>• Other programs being leveraged in conjunction with MASH</li> </ul> <p>This information should be detailed in Section 2 (Project Overview) and Section 6 (Goals and Objectives)</p>
<b>Effective Outreach and Education and/or Green Job Creation or Training</b>	20%	<p>The PAs look at how the project includes Education and Outreach Programs and/or programs that lead to Green Job creation, or training for placement in a Green job. Scoring will be based on:</p> <ul style="list-style-type: none"> <li>• The amount of affordable housing residents included in the program(s)</li> <li>• The inclusion of a detailed program plan</li> <li>• The track record of those running the program(s)</li> <li>• The relevance to the overall goals of the MASH program as described in the Decision</li> <li>• Other programs being leveraged in conjunction with MASH</li> </ul> <p>This information should be detailed in Section 2 (Project Overview) and Section 6 (Goals and Objectives)</p>
<b>Population Served</b>	15%	<p>The PAs look at the percentage of the building designated as affordable and the Area Median Income (AMI) designation.</p> <p>This information should be detailed in Section 1 (Organizational Information)</p>

Scoring Criterion	Weighting	Explanation
<b>Cost Effective Use of MASH Funds</b>	10%	<p>The PAs want to ensure that the limited MASH funds are being used as effectively and efficiently as possible and look for the following:</p> <ul style="list-style-type: none"> <li>• Relative scale and scope of the project (based on amount requested)</li> <li>• Benefits that are being delivered are for the least amount of ratepayer dollars</li> <li>• Other sources of funding (incentive programs, donations, etc...) that reduce the amount of MASH funds needed</li> </ul> <p>This information should be detailed in Section 2 (Project Overview), Section 4 (Budget) and Section 5 (Need Statement)</p>
<b>Experience and Track Record</b>	5%	<p>It is important that Track 2 projects meet their stated goals and objectives. To ensure that this happens, applicants with relevant experience and a track record of success will receive a higher score in this category.</p> <p>This information should be detailed in Section 1 (Organizational Information)</p>
<b>Completeness and Clarity of Proposal</b>	5%	<p>It is important that the PAs fully understand the proposal and how the applicant plans on meeting the stated goals. In addition to the proposal, PAs look at the completeness and clarity of the documents submitted.</p> <p>This applies to all sections.</p>



**Submission Instructions**

Applicants shall submit a sealed grant proposal package and shall clearly and conspicuously mark the outside of the package with:

CONFIDENTIAL

PROPOSAL FOR MULTIFAMILY AFFORDABLE SOLAR HOUSING (MASH) – TRACK 2  
SUBMISSION DUE DATE MARCH 31, 2010

Please mail the grant proposal package to:  
California Center for Sustainable Energy  
California Solar Initiative – MASH  
8690 Balboa Ave., Suite 100  
San Diego, CA 92109

It is the Applicant's responsibility to ensure that delivery of the proposal package is made before the specified due date and time. Hand deliveries or faxes will not be accepted.

By signing this document, you are indicating that you have read the instructions and agree to have general project information from your application be made available to the public if chosen as a winning project.

Sign below and include this page with your grant proposal package.

Host Customer (Company Name and Contact)\_\_\_\_\_

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Host Customer Signature\_\_\_\_\_

System Owner (If Different from Host Customer)\_\_\_\_\_

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System Owner Signature\_\_\_\_\_

Date\_\_\_\_\_

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