

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 and 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 receive grant funding to recruit, support, and manage Eco-City Advocates who will engage with community members to increase enrollment in programs that could reduce energy burden, improve home efficiency, and support healthier living conditions. 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 utility programs by Alexandrians. Programs may include:
 - [The Weatherization Assistance Program \(WAP\)](#)
 - Community Housing Partners (CHP) – [Weatherization Program](#)
 - [Dominion Energy assistance programs](#)
 - [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. Programs may include:
 - [Eco-City Homes Program](#)
 - [Guaranteed Ride Home](#)
 - [Metro Lift](#)
 - [Capital Bikeshare for All](#)

- Promote equity in climate action in Alexandria.

1.4 Timeline

- Publish Request for Grant Proposals: **March 5, 2026**
- Deadline to receive questions about the Request for Grant Proposals: **March 12, 2026, at 11:59 p.m. EST**
- Answers to questions received will be posted by **March 20, 2026** [here](#).
- Deadline to Receive Applications: **March 30, 2026, at 11:59 p.m. EST**
- Expected Announcement of Selected CBOs: **April 20, 2026**
- Anticipated Period of Performance: **May 4, 2026 – November 30, 2026**

1.5 Proposal Submission

Proposals must be submitted as one PDF via email to eco-cityalexandria@alexandriava.gov by **March 30, 2026, at 11:59 p.m. EST**. Submitted proposals must be no longer than 10 pages, excluding cover pages, tables of contents, and appendices.

2. Program Overview

2.1 Period of Performance

For the Eco-City Advocates, the period of performance is expected to be six months, and for the CBO's the period of performance is expected to be 7 months to include the development of the final report.

2.2 Questions on the Request for Grant Proposals

- Questions on the Request for Grant Proposals should be submitted to eco-cityalexandria@alexandriava.gov by **March 12, 2026, at 11:59 p.m. EST**. After this date, we may not be able to respond to any questions.
- Answers to questions received will be posted by **March 20, 2026** [here](#).
- To receive email notifications when addenda or other updates are posted, fill out this [form](#).

2.3 Funding Amount

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

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>

2.4 Required Staffing

Each CBO must recruit and support **three (3) 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

- **Advocate Stipends/Salary** - Compensation for Eco-City Advocates, including participation in 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.

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 one two-hour in-person session.

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 multifamily buildings.

3.1.3 CBOs must help Eco-City Advocates connect with existing partners to search for possible collaborations in community outreach, tabling at their events, etc.

3.1.4 CBOs 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 buildings.

3.2.2 Participate in community events and tabling opportunities.

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

3.2.4 Provide presentations; distribute materials on relevant State, City, and other programs; 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 During this period, 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 CBOs must submit a detailed report summarizing the activities completed and program impact, including:

- Community feedback and Eco-City Advocates observations on what worked well, what programs generated the most interest, and suggestions
- Conclusions, barriers, common needs
- Program improvements
- Tangible outcomes such as the number of community members reached or enrolled in programs

4. Eligibility

4.1 Eligible Applicants

Eligible applicants must be Community-Based Organizations located in the City of Alexandria or serving Alexandria residents with demonstrated experience and trust within the communities they serve.

4.2 Responsibilities

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

5. Proposal Requirements

Proposals must be submitted as one PDF via email to eco-cityalexandria@alexandriava.gov by **March 30, 2026, at 11:59 p.m. EST**. Submitted proposals must be no longer than 10 pages, excluding cover pages, tables of contents, and appendices.

5.1 Cover Letter

Applicants must submit a cover letter 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.

5.3 Key Personnel

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

5.4 Project Narrative

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

5.5 Budget Summary

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

- **Advocate Stipends/Salary** - Compensation for Eco-City Advocates, including participation in 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.

5.6 IRS 990 Form

Applicants must submit an 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 Summary	25
Total	100

Qualifications and Experience – 35 points

This criterion includes information about the organization of the Applicant and relevant experience (Section 5.2). The proposal 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 local communities.

Project Approach - 30 points

This criterion includes information about the Applicant's capacity to complete the Scope of Work (Section 3) within the proposed period of performance. The proposal 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 proposed 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.

Key Personnel – 10 points

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

Budget Summary – 25 points

This criterion includes information about the budget summary (Section 5.5). Evaluation will consider how the available \$10,000 project budget is proposed to be used across the allowable budget categories (Program Administration Costs, Advocate Stipends/Salary, and Community Outreach Costs) to meet project goals.