Targeted Communities

The Clean Energy Partnership has identified a set of communities that it has prioritized for community engagement pilot projects. Applicants may submit a proposal for an engagement pilot project in any Minneapolis community, but proposals that focus on communities within the outlined focus areas described below will be prioritized over proposals that do not.

Geography

Proposals are required to have a geographic focus on one or several neighborhoods in the northside or southside communities of Minneapolis. We have selected particular neighborhoods where we believe there are significant opportunities for energy efficiency programming.

The following neighborhoods in North Minneapolis:
- Highest Priority: Jordan, Hawthorne, Willard-Hay, Near-North, Harrison, Sumner-Glenwood
- Moderate-High Priority: Victory, Webber-Camden, Folwell, McKinley, Bottineau, Holland, Sheridan, Northeast Park, St. Anthony West, Mid-City Industrial, Beltrami,

The following neighborhoods in South Minneapolis:
- High Priority: Loring Park, Stevens Square-Loring Heights, Ventura Village, Elliot Park, Cedar Riverside, Seward, Whitter, Phillips West, Midtown Phillips, Lyndale
- Moderate-High Priority: East Phillips, Como, Marcy Holmes, University of Minnesota, Prospect Park, Central, Bryant, Powderhorn

The geographies are based on high densities of the following characteristics: people of color, populations with limited English proficiency, lower and moderate incomes, and rental housing. The four characteristics are described in more detail below.

Race, ethnicity, and language

We will prioritize proposals that have a clear focus on communities of color and/or immigrant communities, including African, African-American, Asian, Latino, or Native communities. Proposals should clearly state what cultural resources and language abilities will assist them in engaging their targeted community in an effective and culturally-relevant manner.

Income

We will prioritize proposals that focus on engaging low-to-moderate income households that are below 80% of the Area Median Income.

Housing type

We will prioritize applications that are clear about reaching communities with specific housing types. Clean energy programs available in Minnesota vary greatly depending on housing type. Proposals that engage one of the following housing types will be prioritized:
- Renters in 1-4 unit buildings
- Renters in multifamily (5+ unit) buildings
- Homeowners in 1-4 unit owner-occupied buildings

A proposal may choose to engage another housing type (such as condominiums or cooperative housing) if they can make a clear case for how that housing type is underserved by utility-funded energy efficiency programs.
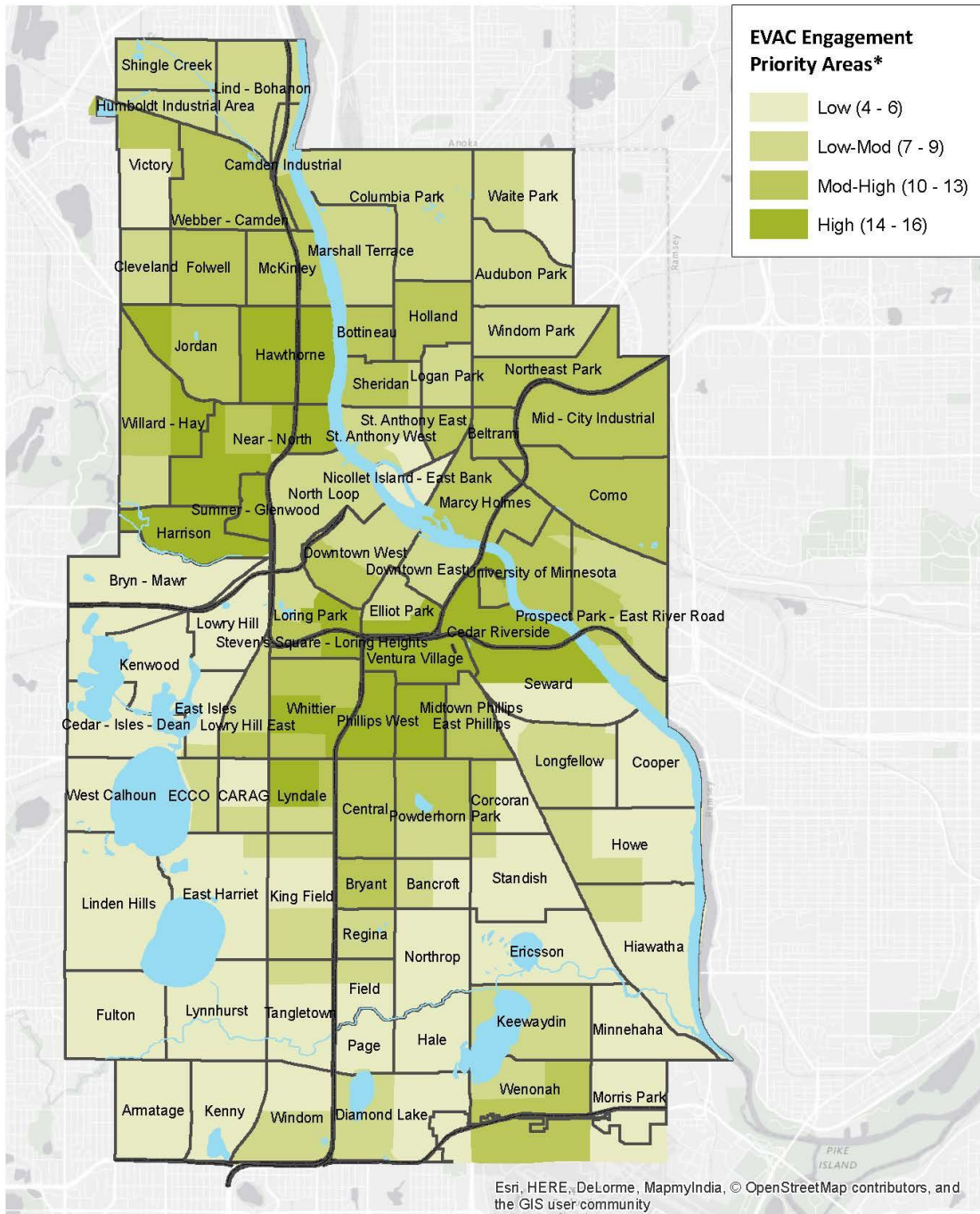
Proposals that seek to engage renters will be given priority if they demonstrate a capacity and willingness to additionally engage property owners of buildings occupied by targeted renters if that is determined to be a necessary tactic to pursue in the implementation of the pilot project.

Proposal Criteria

A strong proposal will have the following elements:

- It will focus on a particular, explicitly-identified community. Proposals will only be selected if it is clear which specific community and sub-communities will be engaged in each of the categories listed in the above section.
- It will be limited enough in scope to be achieved with the funding requested and in the timeline laid out in this application.
- It will be expansive enough in scope to have meaningful results. A proposal should target communities where a large enough concentration of that community exists to be successfully engaged. Similarly, even if the proposed project only engages part of a community, the proposal should make it clear how the results would have significance for the Clean Energy Partnership beyond the scope of the pilot.
- It will demonstrate that the experience, expertise, and existing relationships held by the organization are well-suited for engaging the targeted community.
- It will clearly state which additional programs, agencies, and resources will be leveraged or recruited to accomplish the work plan, as well as how partnerships will be managed.
- It will show that the organization is experienced in successfully completing projects of a similar scope and approach.
- It will clearly state the cost-to-impact ratio of the proposed project in terms of dollars spent per resident engaged.
- It will outline a strong process for collecting data during the engagement process.
- It will demonstrate that the applicant has the experience and skills necessary to analyze the project results and produce recommendations for the Clean Energy Partnership.

Engagement Priority Areas (income version: 80% AMI)

EVAC Engagement Priority Areas*

- Low (4 - 6)
- Low-Mod (7 - 9)
- Mod-High (10 - 13)
- High (14 - 16)

Data Source: U.S. Census Bureau, 2014 ACS 5-Year Estimates

* Engagement Priority Areas calculated using a summation of four variables (people of color, renter occupied households, English proficiency, and household income below 80% of Area Median Income). Each characteristic was broken into quartiles, given a value of 1-4 (1 being low priority and 4 being high). Then the values were summed to create the EVAC Engagement Priority Areas.