

STATE OF CALIFORNIA - DEPARTMENT OF GENERAL SERVICES

STANDARD AGREEMENT

STD 213 (Rev. 04/2020)

AGREEMENT NUMBER

SGC23101

PURCHASING AUTHORITY NUMBER (If Applicable)

OPR-0650

1. This Agreement is entered into between the Contracting Agency and the Contractor named below:

CONTRACTING AGENCY NAME

Office of Planning and Research, hereinafter referred to as "STATE" or "OPR"

CONTRACTOR NAME

Monterey County, hereinafter referred to as "GRANTEE"

2. The term of this Agreement is:

START DATE

July 1, 2023

THROUGH END DATE

June 30, 2025

3. The maximum amount of this Agreement is:

\$299,113.97 Two Hundred Ninety Nine Thousand, One Hundred Thirteen Dollars and zero cents

4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of the Agreement.

Exhibits	Title	Pages
Exhibit A	Scope of Work	16
Exhibit B	Budget Detail and Payment Provisions	4
Exhibit C	Attachments	8
+ - Exhibit D	Award Letter	1
+ - Exhibit E	TCC Communications Kit	11
+ - Exhibit F*	General Terms & Conditions GTC 04/2017 https://www.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language	Online

Items shown with an asterisk (*), are hereby incorporated by reference and made part of this agreement as if attached hereto.

These documents can be viewed at <https://www.dgs.ca.gov/OLS/Resources>

IN WITNESS WHEREOF, THIS AGREEMENT HAS BEEN EXECUTED BY THE PARTIES HERETO.

CONTRACTOR

CONTRACTOR NAME (if other than an individual, state whether a corporation, partnership, etc.)

Monterey County

CONTRACTOR BUSINESS ADDRESS

168 W Alisal St

CITY

Salinas

STATE

CA

ZIP

93901

PRINTED NAME OF PERSON SIGNING

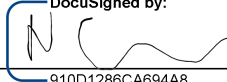
Nick Chiulos

TITLE

ACAO

CONTRACTOR AUTHORIZED SIGNATURE

DocuSigned by:



910D1286CA694A8...

DATE SIGNED

7/9/2023

STATE OF CALIFORNIA - DEPARTMENT OF GENERAL SERVICES

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STATE OF CALIFORNIA

CONTRACTING AGENCY NAME

Office of Planning and Research

CONTRACTING AGENCY ADDRESS

1400 10th Street

CITY

Sacramento

STATE

CA

ZIP

95814

PRINTED NAME OF PERSON SIGNING

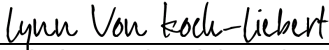
Lynn von Koch-Liebert

TITLE

Executive Director, SGC

CONTRACTING AGENCY AUTHORIZED SIGNATURE

DocuSigned by:



DATE SIGNED

7/10/2023

CALIFORNIA DEPARTMENT OF GENERAL SERVICES APPROVAL

EXEMPTION (If Applicable)

SCM Vol 1, 4.06

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1. Transformative Climate Communities Planning Grant Program Background

The Transformative Climate Communities Program ("TCC Program") is part of the state's Climate Budget (Senate Bill 170), which funds ambitious measures to build climate adaptation and resilience through planning, research, capacity building, restoration, and sustainable infrastructure. The purpose of the Planning Grant is to help local jurisdictions develop strategies to reduce carbon emissions, improve air quality, and build resiliency in the face of a changing climate, with a focus on low-income and disadvantaged communities. Planning Grants are intended to prepare communities for future funding opportunities in programs that align with the TCC Program's objectives. A FY 2021-22 budget appropriation from the General Fund supports Round 4 of TCC.

The authorization for this Grant Agreement is the Transformative Climate Communities Program statute (Public Resources Code, Sections 75240 – 75245). The TCC Program is administered by the California Strategic Growth Council (SGC) in partnership with the California Department of Conservation (Department). The Grant Agreement will be executed between the Monterey County, a political subdivision of the State of California (hereinafter Grantee) and the Strategic Growth Council (SGC), but the Grantee will work with the Department during grant implementation.

The SGC and Grantee are collectively referred to as "Parties." "Co-applicants" identified in the TCC application are referred to as "Partners," but are not parties to this Grant Agreement.

2. Incorporation

The performance of this grant must be conducted in accordance with this Grant Agreement, and the TCC Guidelines.

3. Grant Term

The SGC released the final TCC Program Guidelines for this Grant Agreement on February 24, 2022. In accordance with the Guidelines, Grantee applied and on October 27, 2022, the SGC awarded a grant to fund the project described in the application, subject to any conditions contained within the Award Letter ([Exhibit D](#)). This will be referred to as the "Project" throughout this Grant Agreement.

All work must be completed within two (2) years of executing the Grant Agreement.

4. Authorized Signatories

The SGC Executive Director or designee is authorized to sign this Grant Agreement and related documents on behalf of the SGC.

Grantee's Authorized Signatory or designee is authorized to sign this Grant Agreement and grant-related documents as shown in the Authorized Signatory Form ([Attachment I](#)).

Grantee must keep Authorized Signatory Form up to date. Within seven (7) working days of any change to the authorized signatory or to the delegated authorized

signatory, Grantee shall notify the TCC Grant Manager in writing of the change. The written notice shall be sent as an electronic mail (email) attachment to be filed with the Grant Agreement.

5. Project Representatives

The project representatives are the primary contacts for the Department, the SGC, and Grantee. The Department, the SGC, and Grantee must keep the Project Representatives Form ([Attachment 2](#)) up to date. Any changes to the Project Representatives by either Grantee, the SGC, or the Department shall be made by providing seven (7) working days advance written notice to the other party. The written notice shall be sent as an electronic mail (email) attachment to be filed with the Grant Agreement. Unless otherwise stated within this Grant Agreement, all correspondence and documents will be sent to the TCC Grant Manager as described in the [Document Submission](#) section.

6. Approval

This Grant Agreement is of no force or effect until signed by both Parties. Grantee may not commence performance until such approval has been obtained.

7. Assignment

This Grant Agreement is not assignable by Grantee, either in whole or in part, without the consent of the SGC in the form of an amendment.

8. Records Retention

- A. Grantee shall establish an official file containing adequate documentation of all actions taken with respect to the Project, including copies of the Grant Agreement, changes, amendments, letters, key email correspondence, financial records, and required reports for a minimum of four (4) years following the final payment of funds or until completion of any action and resolution of all issues which may arise as a result of an audit, whichever is later.
- B. Grantee shall adequately protect all records, physical and electronic, from loss, damage, or destruction during the four (4) year retention period.

9. Audit

- A. Grant funded projects are subject to audit by the State of California during the grant term and for up to four (4) years following the termination of the Grant Agreement. Grantee agrees that the SGC, Department of Finance, Bureau of State Audits, or their designated representative shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Grant Agreement. The audit may consist of examining and auditing pertinent books, documents, papers, and records including financial transactions and supporting documents, general accounting systems, internal controls, management practices, policies, and procedures pertaining to the performance of this Grant Agreement.
- B. At any time, the SGC, Department of Finance, Bureau of State Audits, or their designated representative may request to review Grantee's records to ensure proper grant management. Grantee shall be given advance notice when the grant-funded Project is selected for an audit or review by the SGC, Department

of Finance, Bureau of State Audits, or their designated representative. Grantee agrees to allow the auditor(s) access to such records during normal Grantee business hours, and to allow interviews of any employees who have information related to such records. Further, Grantee agrees to include a similar right of the SGC to audit records and interview staff in any partnership agreement and subcontract related to performance of this Grant Agreement in accordance with Government Code section 8546.7. Grantee shall comply with the above and be aware of the penalties for violations of fraud and for obstruction of investigation as set forth in Public Contract Code section 10115.10.

- C. Partners and subcontractors employed by the Grantee and paid with moneys under the terms of this Grant Agreement shall be responsible for maintaining accounting records as specified above.

10. Indemnification

Grantee agrees to indemnify, defend, and hold harmless the State of California, its officers, agents, and employees from any and all claims and losses accruing or resulting to any and all Grantees, partners, subcontractors, suppliers, laborers, and any other person, firm, or corporation furnishing or supplying work services, materials, or supplies in connection with the performance of this Grant Agreement, and from any and all claims and losses accruing or resulting to any person, firm, or corporation who may be injured or damaged by Grantee in the performance of this Grant Agreement.

11. Independent Grantee

Grantee, and the agents and employees of Grantee, in the performance of this Grant Agreement, shall act in an independent capacity and not as officers, employees, or agents of the SGC.

12. Non-Discrimination Clause

During the performance of this Grant Agreement, Grantee and its subcontractors shall not unlawfully discriminate, harass, or allow harassment against any employee or applicant for employment because of race, color, ancestry, national origin, religion, creed, age (over 40), mental disability, physical disability, sex, gender (including pregnancy, childbirth, breastfeeding, or related medical conditions), sexual orientation, gender identity, gender expression, medical condition, genetic information, marital status, and military and veteran status. Grantee and subcontractors shall ensure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment. Grantee and subcontractors shall comply with the provisions of the Fair Employment and Housing Act (Gov. Code § 12990 (a-f)) and the applicable regulations promulgated thereunder (California Code of Regulations, Title 2, Div. 4.1, Ch. 5.). Those regulations are incorporated into this Grant Agreement by reference and made a part hereof as if set forth in full. Grantee and its subcontractors shall give written notice of their obligations under this clause to labor organizations with which they have a collective bargaining or other Grant Agreement.

Grantee shall include the nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under this Grant Agreement.

13. Timeliness

Time is of the essence in this Grant Agreement. The SGC and Grantee will work collaboratively to ensure this Grant Agreement is administered in a timely fashion.

14. Governing Law

This Grant Agreement is governed by and shall be interpreted in accordance with the laws of the State of California.

15. Unenforceable Provision

If any provision of this Grant Agreement is unenforceable or held to be unenforceable, then the Parties agree that all other provisions of this Grant Agreement have force and effect and shall not be affected thereby.

16. Compliance with Laws and Regulations

By signing this Grant Agreement, Grantee certifies that it shall comply fully with all applicable federal, state, and local laws, ordinances, regulations, and permits and shall secure any new permits required by authorities having jurisdiction over the Project(s) and maintain all presently required permits. Grantee shall ensure that any applicable requirements of the California Environmental Quality Act are met in order to carry out the terms of this Grant Agreement.

17. Subcontractors

The SGC's contractual relationship is with Grantee, and not any of its Partners or subcontractors. Grantee is entitled to make use of its own staff, Partners, and subcontractors, as identified in the Budget Detail Worksheet ([Exhibit B](#)) and will comply with all applicable laws and requirements for subcontracts that arise out of or in connection with this Grant Agreement. Grantee shall manage, monitor, and accept responsibility for the performance of its own staff, Partners, and subcontractors, and will conduct Project activities and services consistent with professional standards for the industry and type of work being performed under this Grant Agreement.

Nothing contained in this Grant Agreement or otherwise, shall create any contractual relation between the SGC and any Partners or subcontractors, and no subcontract shall relieve Grantee of its responsibilities and obligations hereunder. Grantee agrees to be as fully responsible to the SGC for the acts and omissions of Partners and subcontractors and of persons either directly or indirectly employed by any of them as it is for the acts and omissions of persons directly employed by Grantee. Grantee's obligation to pay Partners and subcontractors is an independent obligation from the SGC's obligation to make payments to Grantee. As a result, the SGC shall have no obligation to pay or to enforce the payment of any moneys to any Partner or subcontractor.

18. No Third-Party Beneficiaries

This Grant Agreement is not intended for the benefit of any person or entity other than the Parties, and no one other than the Parties themselves may enforce any of the rights or obligations created by this Grant Agreement.

19. Project Monitoring and Oversight

Project monitoring and oversight is essential to ensure the Project stays within scope and is completed on schedule and within budget in accordance with this Grant Agreement.

20. Dispute Resolution

A. Invoice Disputes

- i. In the event of an invoice dispute, the TCC Grant Manager will notify Grantee in writing within fifteen (15) working days of receipt of the disputed invoice.
- ii. During the dispute, both parties shall deal in good faith to resolve the dispute. Grantee shall continue to meet its responsibilities and obligations under the terms of this Grant Agreement.
- iii. If Grantee contests the decision made by the TCC Grant Manager, Grantee shall submit a written "Notice of Dispute" on official letterhead, according to Subsection C below.

B. General Disputes

- i. In the event of a dispute unrelated to the dispute of an invoice, Grantee shall first attempt to resolve the dispute with the TCC Grant Manager.
- ii. Both parties shall deal in good faith and attempt to resolve the dispute informally.
- iii. Each party shall continue to meet its responsibilities and obligations under the terms of this Grant Agreement during a dispute.
- iv. If Grantee contests the decision made by the TCC Grant Manager, Grantee shall submit a written "Notice of Dispute" on official letterhead, according to Subsection C below.

C. Contesting a Dispute Decision

- i. If Grantee contests a decision made by the TCC Grant Manager, Grantee may submit a written "Notice of Dispute" on official letterhead. The "Notice of Dispute" shall include:
 - The Grant Agreement number
 - A complete description of the basis for the dispute
 - Legal authority or pertinent facts, supporting arguments and documentation
 - Action requested for resolution

The "Notice of Dispute" shall be sent to the following address, with copies sent via email to the TCC Grant Manager contacts on the Project Representatives Form ([Attachment 2](#)):

California Strategic Growth Council
TCC Program
Attn: TCC Program Manager

1400 Tenth Street
Sacramento, CA 95814

- ii. Within 30 days after receipt of the “Notice of Dispute,” the SGC TCC Program Manager shall review the dispute and submit a written decision to Grantee, which shall include:
 - The decision made
 - An explanation for the decision
 - Whether the decision shall be conclusive and binding or can be appealed and the steps to take to appeal the decision

21. Termination

- A. Completion of Project. This Grant Agreement shall terminate upon completion of the project and payment of the last invoice.
- B. Early Termination. Either Party may terminate this Grant Agreement upon thirty (30) days advance written notice by certified mail to the other Party. The notice shall specify the reason for early termination and may permit Grantee or the SGC to rectify any deficiency(ies) prior to the early termination date.

22. Waiver of Rights

- A. Grantee waives any and all rights to any type of express or implied indemnity or right of contribution from the SGC, its officers, agents, or employees for any liability arising from, growing out of, or in any way connected with this Grant Agreement.
- B. Grantee waives all claims and recourses against the SGC, including the right to contribution for loss or damage to persons or property arising from, growing out of, or in any way connected with or incident to this Grant Agreement, except claims arising from the gross negligence of the SGC, its officers, agents, and employees.
- C. None of the provisions of this Grant Agreement shall be deemed waived unless expressly waived in writing.

23. Insurance Requirements

- A. Grantee that is a governmental organization may provide evidence of sufficient self-insurance to satisfy the insurance requirements below.
- B. If Grantee is not a governmental organization or is unable to provide evidence of sufficient self-insurance, then the following are the insurance requirements:
 - i. Grantee must ensure the following insurance policies are obtained and kept in force for the term of this Grant Agreement, with no lapses in coverage, that cover any acts or omissions of Grantee and its employees engaged in carrying out any tasks specified in this Grant Agreement:
 - a. Workers' Compensation Insurance in an amount of not less than the statutory requirement of the State of California (California Labor Code § 3700 et seq.).
 - b. Commercial general liability insurance in an amount of not less than \$1,000,000 per occurrence for bodily injury and property damage combined.

- c. Motor vehicle liability with limits not less than \$1,000,000 per accident for bodily injury and property damage combined. Such insurance shall cover liability arising out of a motor vehicle including owned or hired, and non-owned motor vehicles.
 - ii. Insurance policies must name the State of California, its officers, agents, employees, and servants as additional insured parties for the commercial general liability and automobile liability insurance, but only with respect to work performed under this Grant Agreement.
- C. Grantee is responsible for guaranteeing that a copy of each Certificate of Insurance is submitted to the TCC Grant Manager within sixty (60) calendar days of the Grant Agreement signature. The grant number must be included on each submitted Certificate of Insurance.
- D. Grantee must notify the TCC Grant Manager prior to any insurance policy cancellation or substantial change of policy, including lapse of coverage, change in coverage amount, or change in carrier. Grantee shall submit proof of new or updated policy based on insurance requirements within thirty (30) days of policy cancellation or substantial policy change. Failure to provide proof of insurance may result in termination of this Grant Agreement.
- E. Grantee is responsible for determining the appropriate level of insurance, if any, for its Partners or subcontractors.

24. Stop Work

If it is determined, at the sole discretion of the SGC, that Grantee is not meeting the terms and conditions of this Grant Agreement, immediately upon receiving a written notice from the SGC to stop work, Grantee shall cease all work under this Grant Agreement. The SGC has the sole discretion to determine that Grantee meets the terms and conditions after a stop work order, and to send through certified mail a written notice to Grantee to resume work under this Grant Agreement.

25. Publicity

Grantee agrees that it will acknowledge the SGC in all publications, websites, signage, invitations, and other media-related and public-outreach products related to the TCC grant. TCC Grant Manager will provide the SGC logo files and guidance on their usage directly to Grantee. Grantee agrees to adhere to the TCC Communications Kit provided by the SGC ([Exhibit E](#)). If Grantee is planning an event or announcement, needs sample materials, or needs assistance or advice regarding digital or print materials, press, social media, and/or general communications, please contact your TCC Grant Manager.

- A. Long-Form Materials: Long-form written materials, such as reports, must include the following standard language about the SGC and TCC:

“The Transformative Climate Communities (TCC) Program funds community-led development and infrastructure projects that achieve major environmental, health and economic benefits in California’s most disadvantaged communities. TCC empowers the communities most impacted by pollution to choose their own goals, strategies, and projects to

enact transformational change – all with data-driven milestones and measurable outcomes. This program is administered by the California Strategic Growth Council (SGC) which coordinates the activities of State agencies and partners with stakeholders to promote sustainability, economic prosperity, and quality of life for all Californians. www.sgc.ca.gov.”

- B. Press Releases, Flyers, and Visual Materials: Any informational materials that do not qualify as long-form, but that include at least a paragraph of text, such as press releases, media advisories, short case studies, some flyers, etc., should include following language:

“[Project Name] is supported by the California Strategic Growth Council's Transformative Climate Communities program with funds from California's General Fund.”

Grantee may at times produce promotional materials that are primarily visual in nature, such as banners, signage, certain flyers, and sharable images for social media. In such cases, when including the above boilerplate language acknowledging the SGC support is not practical, Grantee should instead include the official logo of the SGC, preceded by the words “Funded by.”

26. Drug-Free Workplace Certification

In signing this Grant Agreement, Grantee certifies that it will comply with the requirements of the Drug-Free Workplace Act of 1990 and will provide a drug-free workplace by taking the following actions:

- A. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations.
- B. Establish a Drug-Free Awareness Program to inform employees about:
 - i. The dangers of drug abuse in the workplace.
 - ii. The person's or organization's policy of maintaining a drug-free workplace.
 - iii. Any available counseling, rehabilitation, and employee assistance programs.
 - iv. Penalties that may be imposed upon employees for drug abuse violations.
- C. Every employee who works on this Grant Agreement will:
 - i. Receive a copy of the Grantee's drug-free workplace policy statement.
 - ii. Agree to abide by the terms of the Grantee's statement as a condition of employment on this Grant Agreement.

Failure to comply with these requirements may result in suspension of payments under this Grant Agreement or termination of this Grant Agreement or both, and Grantee may be ineligible for award of any future State of California agreements if the SGC determines that any of the following has occurred: Grantee has made false certification or violated the certification by failing to carry out the requirements as noted above (Gov. Code §8350 et seq.).

27. Americans with Disabilities Act

Grantee assures the SGC that Grantee complies with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA (42 U.S.C. 12101 et seq.).

28. Air/Water Pollution Violation Certification

Under State of California laws, Grantee shall not be: (1) in violation of any order or resolution not subject to review promulgated by the California Air Resources Board or an air pollution control district; (2) subject to cease and desist order not subject to review issued pursuant to Section 13301 of the Water Code for violation of waste discharge requirements or discharge prohibitions; or (3) finally determined to be in violation of provisions of federal law relating to air or water pollution.

29. Grantee Responsibilities

The TCC Grant Manager will notify Grantee when work may proceed. Grantee is responsible for:

- A. Using grant funds only as intended for the Project.
- B. Completing work on time and within budget. This includes meeting all milestones and deliverables, as described in the Work Plan ([Exhibit B](#)), unless otherwise agreed to by all parties through the amendment process described in [Modifications](#) and [Amendments](#) sections below.
- C. Submitting invoices for reimbursement using the Invoice template ([Attachment 4](#)), including any supporting documents.
- D. Submitting a final report with the last invoice, using the Final Report template ([Attachment 3](#)).
- E. Complying with all terms and conditions of this Grant Agreement, including all incorporated documents.
- F. Complying with statutes, rules, and regulations applicable to this Grant Agreement.
- G. Maintaining an accounting system that accurately reflects all fiscal transactions and provides accounting information, retaining all records and required documents as specified in the [Records Retention](#) section and providing all required documents during an audit, as specified in the [Audit](#) section.

30. Reporting Requirements

- A. Grantee will submit quarterly progress reports to accompany quarterly invoices.
- B. When the Project is completed, Grantee must submit a Final Report with the last invoice. To complete and submit the Final Report:
 - i. Submit the Final Report with the last invoice. If Grantee does not submit the Final Report with the last invoice, then the last invoice will be considered incomplete and returned following process specified in the [Dispute Resolution](#) section.
 - ii. Use the Final Report template ([Attachment 3](#)).

- iii. Make sure the Final Report is signed by the person authorized to sign on the most current Authorized Signatory Form ([Attachment 1](#)).
- iv. Put enough detail in the Final Report to show that Grantee fulfilled the terms of the Grant Agreement and that both the last invoice and the five percent (5%) retention should be paid for completing the project.

31. Payment

- A. Except as may be allowed under Subsection B, Grantee will be paid on a reimbursement basis.
 - i. To receive reimbursement payments of grant funds, Grantee must submit an invoice.
 - ii. Upon receipt and approval of an itemized invoice and required supporting documentation, the SGC agrees to reimburse Grantee for actual expenditures for tasks completed, in accordance with the rates specified in the Budget Detail Worksheet ([Exhibit B](#)).
 - iii. The SGC will withhold five percent (5%) of each invoice, to be paid once all terms of the Grant Agreement have been satisfied.
 - iv. The SGC will not reimburse for funds spent on activities that occur prior to grant execution.
 - v. Invoices may be submitted by the Grantee quarterly.
 - vi. Payment shall be made within forty-five (45) days upon receipt and approval of an invoice. Failure to comply with requirements may result in non-payment or delayed payment.
 - vii. For cost principles, see [Cost Principles](#) section.
- B. Advance Pay
 - i. Through an Advance Pay Pilot Program, SGC is authorized to provide Grantees advance payments of TCC grant awards through July 1, 2025.¹ SGC may approve advance payments under this grant at its sole discretion. All requests for advance payments shall be submitted to SGC in writing (Advance Pay Request form to be provided), along with complete documentation of the Grantee's eligibility for advance payments in accordance with Government Code section 11019.1(c)(2)(A) (as further described below). Any material changes to the request form must be reported to SGC in writing within 30 days. Advance payments shall not exceed 25% of the total grant award unless the Grantee demonstrates that a larger advance is needed and provides sufficient justification and documentation. All advance payments and the amount of any advance payment is subject to SGC's sole discretion.
 - ii. Grantees requesting advance payments under this subsection shall, in their written request, provide complete documentation of their eligibility for advance payments under Government Code section 11019.1(c)(2)(A), as follows:

1. Confirm that SGC has approved Grantee's itemized budget, spending timeline, and work plan;
 2. Identify the activities to be funded with any advance payment and provide support for the need for the advance payment, which may include but is not limited to, invoices, contracts, estimates, payroll records, and financial records;
 3. Have no outstanding financial audit findings related to any of the moneys eligible for advance payment and be in good standing with the Franchise Tax Board and Internal Revenue Service;
 4. Confirm compliance with all insurance terms of the grant agreement;
 5. Confirm that all funds received as an advance payment will be deposited into a federally insured, interest-bearing account that provides the ability to track interest earned and withdrawals. Any accumulated interest shall be deemed to be grant moneys, subject to federal laws and regulations, and Grantee shall report interest earned on the advance payment to SGC;
 6. Describe procedures Grantee will use to minimize the amount of time that elapses between the transfer of funds and the spend down of those funds by the Grantee. Further, Grantee shall demonstrate that any previously advanced funds have been spent down or a plan is in place to ensure spend down of those funds in a timely manner;
 7. Confirm that Grantee shall provide progress reports on the spend down of advanced funds no less than on a quarterly basis; and
 8. Confirm that Grantee shall provide progress reports following the expenditure of an advance payment that includes a summary of work completed, proof of expenditure, and other associated information.
- iii. Grantee shall provide money from advance payments to subrecipients in accordance with their grant program requirements. Grantee shall require all entities they subcontract with or award grant money to comply with (6), (7), and (8) of the eligibility requirements listed above. Regardless of any transfer or assignment of advance payments to subrecipients, Grantee shall be liable to the SGC for compliance with this paragraph and for any failures by subrecipients to perform contractual obligations or to comply with the requirements of this section.
- iv. All unused funding and interest earned provided as an advance payment, but not spent down within the grant timeline, shall be returned to the state.

32. Document Submission

- A. When this Grant Agreement requires Grantee to provide invoices, reports, or other documents to the TCC Grant Manager, Grantee must use the SGC-provided online submission platform and email unless requested otherwise by the SGC.
- B. All email communication must contain the Grant Agreement number and Grantee's name in the subject line.
- C. Grantee may submit invoices quarterly, in arrears, to the TCC Grant Manager. Grantee must submit invoices to the SGC online submission platform. Following submission, Grantee must email the Invoice (PDF) to AccountsPayable@OPR.CA.GOV and copy the TCC Grant Manager. Include the Grant Agreement number and Grantee's name in the subject line. A request for payment shall consist of:
 - i. The Invoice ([Attachment 4](#)) on official letterhead and signed by the Authorized Signatory, or authorized designee on file with the SGC ([Attachment 1](#)), certifying the expenditures are for actual expenses for the tasks performed under this Grant Agreement.
 - ii. Each cost category and task must correspond to a cost category and task identified in the Budget Detail Worksheet ([Exhibit B](#)).
 - iii. Supporting documentation for reimbursement of funds. Records documenting time spent performing the work shall identify the individual, the date on which the work was performed, the specific grant-related activities or objectives to which the individual's time was devoted, the hourly rate, and the amount of time spent.
- D. Supporting documentation (e.g., timesheets, activity logs, cancelled checks) for matching funds does not need to be submitted to the SGC but should be retained by Grantee in the event of an audit (see [Audit](#) section).

33. Budget Contingency Clause

- A. If the Budget Act of the current year and/or any subsequent years covered under this Grant Agreement does not appropriate sufficient funds for the program, this Grant Agreement shall have no further force nor effect. In this event, the SGC shall have no liability to pay any funds whatsoever to Grantee or to furnish any other considerations under this Grant Agreement, and Grantee shall not be obligated to perform any provisions of this Grant Agreement.
- B. If funding for any fiscal year is reduced or deleted by the Budget Act for purposes of this program, the SGC shall have the option to either cancel this Grant Agreement with no liability occurring to the SGC or offer an amendment to reflect the reduced amount.

34. Cost Principles

- A. All costs to be reimbursed must be consistent with the Guidelines.
- B. All costs to be reimbursed must be reasonable.
- C. Indirect costs exceeding twelve percent (12%) of the total grant award are not eligible for reimbursement, as defined in the Guidelines.

- D. The SGC will reimburse Grantee only for actual expenses incurred during the term of this Grant Agreement, as specified in the Budget Detail Worksheet ([Exhibit B](#)).

35. Travel Reimbursement

Travel expenses directly related to the performance of this Grant Agreement will be subject to the State of California travel reimbursement rates in effect during the term of this Grant Agreement.

- A. The SGC will only reimburse for actual expenditures incurred for in-state travel with the exception of "incidentals" as specified in the Guidelines.
- B. Grantee shall maintain, and submit upon request, detailed travel records and supporting documents (e.g., travel request and approval forms, expense claims, invoices, receipts for lodging and transportation) showing the date and purpose of the grant-related travel, destination, and, in the case of travel by automobile, the number of miles driven.
- C. Grantee shall ensure travel costs are included in the Budget Detail Worksheet ([Exhibit B](#)) and are tied to tasks and deliverables in the Work Plan ([Exhibit B](#)).
- D. Grantee and any person traveling pursuant to this Grant Agreement shall indemnify and hold harmless the SGC and State of California for any liabilities resulting from such travel.

36. Modifications

Modifications are minor changes to the Work Plan and Budget as defined below. They require a formal, written request be submitted to and approved by the TCC Grant Manager.

- A. Grantee must keep the Work Plan and Budget Detail Worksheet ([Exhibit B](#)) up to date.
- B. Changes of up to twenty percent (20%) between tasks shall be made by providing a written request to the TCC Grant Manager before submission of the affected invoice and shall be effective upon written approval from the TCC Grant Manager.
- C. Changes to deliverable due dates and minor changes to subtask descriptions shall be made by providing a written request to the TCC Grant Manager before submission of the affected invoice and shall be effective upon written approval from the TCC Grant Manager.
- D. Material changes to the Work Plan and Budget or Grant Term shall follow the amendment process, described below.

37. Amendments

Amendments are substantive changes to the Work Plan or Budget. They require the completion and approval of a formal written request in advance of the desired change, as detailed in this section.

- A. No change to this Grant Agreement shall be valid unless made in accordance with this section. No oral understanding or change not incorporated in this Grant Agreement is binding on any of the Parties.

- B. Any change to this Grant Agreement requires an amendment, with the exception of the modifications detailed above. Changes to the Work Plan and Budget Detail Worksheet require an amendment if they involve one or more of the following alterations:
- i. Budget changes of more than twenty percent (20%) between tasks
 - ii. Elimination or alteration of tasks or deliverables
 - iii. Elimination or change in Partners
 - iv. Grant term
 - v. Other substantive change requests not listed
- C. Except as otherwise specified, Grantee must request and obtain prior written approval by TCC Grant Manager before any change (modification or amendment) to this Grant Agreement is valid.
- D. Request for amendments must:
- i. Be submitted in writing and signed by the Authorized Signatory or designee on file with the SGC.
 - ii. Be submitted to the TCC Grant Manager at least two (2) months prior to when the amendment is needed.
 - iii. Use the Amendment and Modification Request Form which includes the Grant Agreement number, a detailed explanation of the proposed amendment, reason for the amendment, and the effect of not approving the request.
 - iv. Include a copy of the document(s) requested for amendment that shows the requested changes.
- E. The TCC Grant Manager will make reasonable efforts to respond in writing within fifteen (15) working days from receipt of request to approve or deny the request for amendment, including the reason for the decision.
- F. The TCC Grant Manager will make reasonable efforts to process amendments within thirty (30) days of the approval date. The amendment will not be in effect until both Parties have signed the Grant Agreement amendment.

Exhibit B, Work Plan and Budget**TCC Planning Grant Work Plan****Project Name: Climate Prosperity for Pajaro Valley**

This planning grant will facilitate the formation of a cross-sector climate community coalition (CCC) and co-designed development plan for Monterey County's unincorporated Pajaro neighborhood, bordering downtown Watsonville. The project focus will be co-designed through community engagement, and will likely include electrification, transportation, affordable housing, food security, green spaces, and environmental health. To support implementation, partners will identify potential resource needs (ex: funding) and conduct planning, permitting assessments. The grant will be implemented by Regeneración Pajaro Valley and administered by the Monterey County. The CCC will work with the County, the City of Watsonville, and the Association of Monterey Bay Area Governments (AMBAG) to coordinate with local climate planning efforts.

High Level Activities	Performance Measures [Any appropriate deliverables, metrics, milestones]	Timeline [Start and End Date]
TASK 1: Community Engagement and Organization		
Subtask A: Finalize Memorandum of Agreement (MOA) with the City of Watsonville to collaborate on climate resilience planning in the Pajaro Valley	A: Finalized Memorandum of Agreement between the Monterey County and the City of Watsonville	June – August 2023
Subtask B: Identify and connect with existing community workgroups to increase collaboration opportunities	B: Summary of key partnerships and activities	June - November 2023
Subtask C: Nominate and select six to eight (6-8) cross-sector CBOs and two (2) Community Climate Leaders to form Community Climate Coalition (CCC) to conduct community engagement and co-design implementation strategies and potential projects	C: 1) Outreach materials 2) Climate leader selection rubric 3) Summary of CCC selections	June - November 2023
Subtask D: Design community outreach strategies and efforts to receive input and feedback on potential projects	D: 1) List of target audiences 2) Summary of outreach strategies (website, flyers, etc.)	August – December 2023
Subtask E: Hold regular CCC meetings to: (1) develop common vision, goals, values and priorities for climate adaptation/mitigation, (2) build understanding of current community plans and efforts, and (3) co-create and adopt a CCC partnership agreement.	E: 1) Community vision document 2) CCC Partnership Agreement 3) For CCC Meetings: a. Meeting Summary (date/time/location, number of	August 2023 – March 2025

	<ul style="list-style-type: none"> attendees, summary of outcomes) b. Final Meeting Materials (presentations, handouts) c. Publicity Materials (announcements, photos from key events) 	
TASK 2: Identify and Co-Design Priority Projects		
Subtask A: Build capacity and historical knowledge of local efforts and plans to address climate change and its intersectional impacts	A: 1) Summary of coordination with local jurisdictions 2) Community climate coalition meeting materials (see Task 1D.3 above)	September – Project Completion Period
Subtask B: Conduct informational interviews with local decision makers and community residents	B: 1) Report of informational interviews conducted (interview questionnaire, interviewees, dates/times) 2) Summary of findings regarding: <ul style="list-style-type: none"> a. Relevant policies, legal processes, and constraints b. Community needs, priorities, challenges, and opportunities 	September 2023 - March 2024
Subtask C: Co-design and prioritize three to five (3-5) priority projects aligned with regional climate and development plans	C: 1) List of agreed priorities and focus areas 2) Co-designed scoring rubric for potential projects 3) List of proposed and selected projects	January – June 2024
TASK 3: Prepare for Implementation and Future Funding		
Subtask A: Refine and implement community outreach to incorporate input into final project recommendations	A: 1) Dissemination of outreach plan including various methods for input (meetings, surveys/forms, emails, voicemails, etc.) 2) Summary of synthesized community input 3) Final project recommendations	April 2024 – March 2025

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<p>Subtask B: Determine needs and implementation strategies for selected projects</p>	<p>B: 1) List of needs for selected projects, including design, CEQA, permitting, etc. 2) Draft implementation strategies for selected projects and identified needs</p>	<p>April – November 2024</p>
<p>Subtask C: Identify project implementation resources</p>	<p>C: Summary report of collaboration with key community stakeholders to develop regional project support and prepare for implementation</p>	<p>October 2024 - June 2025</p>
<p>The Parties may make minor changes to the timeline and deliverables due without the requirement of an amendment. See Exhibit A, Modifications and Amendments sections.</p>		

TCC Planning Grant Budget Detail Worksheet

Project Name:

High Level Activities	Budget Total
TASK 1: Community Engagement and Organization	\$101,271.32
TASK 2: Identify and Co-Design Priority Projects	\$97,071.32
TASK 3: Prepare for Implementation and Future Funding	\$100,771.32
	\$299,113.97

The Parties may make minor changes to the timeline and deliverables due without the requirement of an amendment. See Exhibit A, Modifications and Amendments sections.

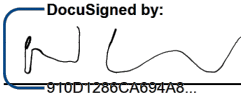
Attachment 1: Authorized Signatory Form

I hereby verify that I am an authorized Grantee representative and signatory and, as such, can sign and/or delegate authorization to sign and bind Grantee as it relates to the above-referenced Grant Agreement and grant related documents.

Grantee Authorized Signatory:

Name: Nick Chiulos
(Type or Print Name)

Title: ACAO

Signature: 
DocuSigned by:
910D1286CA694A8...

Date: 3/10/2023 | 1:14 PM PST

Delegated Authorized Signatories:

1. **Name:** _____
(Type or Print Name)

Title: _____

Signature: _____

Date: _____

Document(s) Authorized to sign:

- All Grant Related Documents **or** Grant Agreement
- Grant Amendments Budget Amendments Reports
- Invoices Other _____

2. **Name:** _____
(Type or Print Name)

Title: _____

Signature: _____

Date: _____

Document(s) Authorized to sign:

- All Grant Related Documents **or** Grant Agreement
- Grant Amendments Budget Amendments Reports
- Invoices Other ____

Attachment 2: Project Representatives Form

Department

Name	Title	Phone Number	Email
Brendan Pipkin	TCC Grant Manager	(916)858-9750	brendan.pipkin@conservation.ca.gov

SGC

Name	Title	Phone Number	Email
Jennifer Kim	Program Analyst		jennifer.kim@sgc.ca.gov

Grantee

Name	Title	Phone Number	Email
Cora Panturad	Sustainable Infrastructure Analyst	(831)755-5338	panturadc@co.monterey.ca.us
Nick Chiulos	Assistant County Administrative Officer	(831) 755-5145	chiulosn@co.monterey.ca.us

Attachment 3: Final Report

Transformative Climate Communities Program Final Report	Round 4
Grantee:	Grant Number:
Project Name:	

Project Summary

1. Provide a brief summary of the challenges facing the Planning Area and the work completed under this grant.

Barriers and Accomplishments

2. Describe and explain any differences between the planned results, as listed in the Work Plan, and the actual results. Describe any barriers that impeded the progress of the grant, any corrective actions taken, and the outcomes. Discuss how these lessons learned can be useful for other communities.
3. Describe any notable outcomes, findings or conclusions. Report on successful strategies used to achieve results and how these lessons learned can be useful to other communities.
4. Include a list of other sources of funding that were secured, directly or indirectly, through this Project.

Future Implementation

5. Describe how plans or processes developed under this grant will be implemented over the next three to five years. Explain:
 - a. How they will further your organization's sustainability goals and strategies.
 - b. How they will advance the State's planning priorities and TCC Program objectives.
 - c. How the work completed under this grant will assist in applying for future funding that aligns with the TCC Program's objectives. Address how the Grantee plans to meet requirements related to leverage funding, displacement avoidance, community engagement, GHG emission reductions tracking and monitoring, or climate resiliency.

Feedback

6. Based on your experiences with this grant program, please provide feedback about how TCC staff can improve future grant programs.

Attachments

7. Attach any relevant documents to this report, including final deliverables. If the documents cannot be sent electronically, notify the TCC Grant Manager.

CERTIFICATION: I certify that this Final Report is accurate and that this project complies with the Agreement. I further certify that any expenditure discussed in this report is

allowed under the Agreement and that all funds were expended for the purposes of this Project.

Name: _____ **Title:** _____ *(Type or Print Name)*

Signature: _____ **Date:** _____

Attachment 4: Invoice and Progress Report Template

[TO BE PRINTED ON GRANTEE LETTERHEAD]

TRANSFORMATIVE CLIMATE COMMUNITIES
PLANNING GRANT INVOICE

		Invoice Number:	
Grantee Name:		Grant Number:	
Project Name:			
Invoice Quarter:		[START DATE]	[END DATE]

Invoice Summary:

Task	Grant Funds Spent
Task 1:	\$-
Task 2:	\$-
Task 3:	\$-
Task 4:	\$-
SUBTOTAL for this Quarter	\$-
<i>Less 5% Retention</i>	<i>\$-</i>
<i>Current Invoice Total</i>	<i>\$-</i>
<i>Advance Pay Deduction</i>	<i>\$-</i>
<i>Total Reimbursement Requested</i>	<i>\$-</i>
<i>Total Budget</i>	<i>\$-</i>
<i>Total Invoiced to Date</i>	<i>\$-</i>
<i>Amount Remaining</i>	<i>\$-</i>

Advance Pay Summary	
<i>Advance Received</i>	
<i>Advance Balance</i>	
<i>Current Invoice Total</i>	
<i>Amount Paid Via Invoice</i>	
<i>Remaining Advance Balance</i>	
<i>Interest Earned</i>	

Invoice Detail:

Task	Cost Description	Amount	Supporting Documentation/Page #
1			
	Subtotal	\$-	
2			
	Subtotal	\$-	
3			
	Subtotal	\$-	
4			
	Subtotal	\$-	
Travel			
	Subtotal	\$-	
Equipment			
	Subtotal	\$-	
Indirect			

California Strategic Growth Council – Transformative Climate Communities Program Planning Grant – Round 4
Grant Number: SGC23101, Monterey County

	Subtotal	\$-	
	SUBTOTAL FOR THIS QUARTER	\$-	

Progress Report: [TO BE PRINTED ON GRANTEE LETTERHEAD]

Grantee Name:		Grant Number:	
Project Name:			
Invoice Number:	Invoice Period:	(Start Date)	(End Date)

Work Plan Task #	Description of Work Performed
Task [#]	<i>Please describe the work completed during this invoice period and refer to specific deliverables in the Budget and Work Plan using bold text to denote the deliverable submitted. Please also note any key events or milestones in the upcoming period.</i>

CERTIFICATION: By my signature below, I certify that I have full authority to execute this progress report on behalf of the Grantee. I declare under penalty of perjury, under the laws of the State of California, that this progress report, and any accompanying supporting documents, for the above-mentioned Program are true and correct to the best of my knowledge for the purposes and conditions as outlined in the Grant Agreement.

Print Name:	Print Title:
Signature:	Date:

Exhibit D, Award Letter

[Insert award letter here.]



CALIFORNIA STRATEGIC GROWTH COUNCIL

October 31, 2022

Ashley Paulsworth, Sustainability Manager
County of Monterey
168 W. Alisal St.
Salinas, CA 93901
paulsworthal@co.monterey.ca.us

RE: Award Notification – Transformative Climate Communities (TCC) Program, Round 4, Planning Grant Award, County of Monterey, “*Climate Prosperity for Pajaro Valley*”

Dear Ashley Paulsworth and partners,

The California Strategic Growth Council (SGC) is pleased to inform you that the Council approved a Transformative Climate Communities planning award of \$299,113.97 to the County of Monterey for “*Climate Prosperity for Pajaro Valley*” at its October 27, 2022, meeting. Previously funded by California’s Cap-and-Trade Program, Round 4 of TCC is funded by a FY 2021-2022 budget appropriation from the General Fund. This program funding empowers the communities most impacted by pollution to choose their own goals, strategies, and projects to reduce greenhouse gas emissions and local air pollution. SGC is committed to support community-led transformation and achieve equitable, resilient communities and landscapes for all Californians. Congratulations on your successful application.

This letter provides a conditional commitment of grant funds. TCC staff will initiate the Post-Award Consultation (PAC) process soon by scheduling a meeting with the Awardee and sending a review package including review checklists for planning activities. This process will involve addressing any outstanding issues identified by TCC staff, reviewers, and the interagency review panel, as well as finalizing the grant agreement. Grantees and Partners will need to work closely and collaboratively with TCC Staff to address all issues prior to grant execution. All requested documentation and changes should be finalized within three (3) months after the Council makes awards. Our partnering agency, the Department of Conservation (DOC), will lead the PAC process.

Following execution of the grant agreement, grant funds will be disbursed on a quarterly basis for eligible direct and indirect costs. All reimbursed costs must meet the requirements for reimbursable tasks outlined in the grant agreement. TCC has also been authorized for an Advance Pay Pilot program (AB 156) and will follow up on the terms for accessing advance pay once approved by Council. Please note that no funds will be reimbursed for costs and expenses incurred prior to grant agreement execution, with the exception of limited PAC costs for staff and materials in accordance with forthcoming guidance.

We look forward to our partnership in the coming years. If you have any questions, please contact Sophie Young, TCC Program Manager, at sophie.young@sgc.ca.gov.

Sincerely,

A handwritten signature in black ink that reads "Lynn M. von Koch-Liebert".

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council

Exhibit E, TCC Communications Kit

[Insert TCC Communications Kit here.]



Communications Kit

Transformative Climate Communities Program Grantee



WELCOME TO THE CALIFORNIA STRATEGIC GROWTH COUNCIL GRANTEE COMMUNITY!

Our team believes everyone deserves to hear about the important work you're doing to put California cap-and-trade dollars to work through your Transformative Climate Communities Program (TCC) award. This Communications Kit provides you with tips and recommendations to help you spread the word far and wide, as well as information to ensure that you are well-equipped to comply with our publicity and communications requirements for all TCC grantees.

Dear Transformative Climate Communities Grantee,

Congratulations on your Transformative Climate Communities Program (TCC) award. All of your hard work has paid off! We look forward to working closely with you to achieve major environmental, health, and climate benefits your project promises.

Your work is important and deserves to be celebrated – both in your community and as a model for others. To help you spread the word, the communications and external affairs team at California Strategic Growth Council (SGC) has prepared this Communications Kit. As you plan communications and events related to your TCC award, please use this kit, which includes both 1) a set of communications and branding guidelines we require TCC grantees to follow, and 2) an array of resources and best practices that can help you streamline and enhance your communications efforts across traditional and digital media channels.

We hope this kit serves as a resource for your current project and provides you with tools that can help you harness and strengthen your continuing relationship with SGC. We're here, along with the Department of Conservation, as resources for you and your work.

If you are planning an event or announcement, need sample materials, or need assistance or advice, please contact SGC's Deputy Director of Communications and External Affairs, Emily Breslin, at emily.breslin@opr.ca.gov.

Thank you for your inspiring work to implement transformative, collaborative, community-driven, place-based projects: your work will help achieve major environmental, health, and equity impacts in your community. We look forward to partnering with you!

Best,

The California Strategic Growth Council Team

Publicity Requirements & Guidelines for TCC Grantees

SGC requires TCC grantees to acknowledge the California Strategic Growth Council and the California Department of Conservation (DOC) in all publications, websites, signage, invitations, and other media-related and public-out-reach products related to the TCC grant.

When using SGC's logo, use the color version only when the logo appears on a white background; on backgrounds of any other color, please use the white version of the logo.

LONG-FORM MATERIALS

Long-form written materials, such as reports, must include the following standard language about SGC, TCC, and DOC::

The California Strategic Growth Council's (SGC) Transformative Climate Communities Program (TCC) empowers the communities most impacted by pollution to choose their own goals, strategies, and projects to reduce greenhouse gas emissions and local air pollution. Administered in partnership with the California Department of Conservation, TCC funds community-led development and infrastructure projects that achieve major environmental, health, and economic benefits in California's most disadvantaged communities. For more information, visit sgc.ca.gov/programs/tcc/

PRESS RELEASES, FLYERS, AND VISUAL MATERIALS

Any informational materials that do not qualify as long-form, but that include at least a paragraph of text, such as press releases, media advisories, short case studies, some flyers, etc., should include the following language:

LONG VERSION:

"[Project Name] is supported by California Strategic Growth Council's Transformative Climate Communities Program strengthening the economy, and improving public health and the environment – particularly in disadvantaged communities."

SHORT VERSION:

"[Project Name] is supported by California Strategic Growth Council's Transformative Climate Communities Program."

MOSTLY VISUAL:

Grantees may at times produce promotional materials that are primarily visual in nature, such as banners, signage, certain flyers, and sharable images for social media. In such cases, when including the boilerplate language acknowledging SGC support is not practical, grantees should instead include the official logos of SGC and DOC preceded by the words "Supported by."

SIGNAGE

Grantees must post signs on project construction sites stating that SGC is providing financing through the TCC Program in an appropriate location(s), typeface and size conveying the following message:

[PROJECT NAME]

*THIS PROJECT HAS BEEN MADE POSSIBLE
BY FINANCING FROM*

*TRANSFORMATIVE CLIMATE COMMUNITIES
PROGRAM*

*THROUGH THE CALIFORNIA STRATEGIC GROWTH
COUNCIL*

The sign should also include the SGC and DOC logos. Please refer to the “Publicity” section of the TCC Grant Agreement for specific, additional guidelines about signage.

MEDIA INQUIRIES

TCC Grantees must identify a point of contact for all press inquiries and communications needs related to the project and provide the name, phone number and email address of this individual to SGC. Grantees must also distribute a press release after grant decisions are made at SGC’s Public Council Meeting and are encouraged to do so for other major milestones throughout the lifecycle of the grant. All press releases must be approved by SGC’s Chief External Affairs Officer prior to distribution and SGC must be alerted and invited to participate in any and all press conferences related to the grant.

COMMUNICATIONS MATERIALS & PHOTOS

TCC grant recipients must prepare one or more two-to-four-page documents that provide a summary of the grant components and tell the story of the project development process and/or implementation. All such materials must be approved by SGC’s Chief Communications Officer prior to distribution. SGC may display such materials on its website.

In addition, SGC requires TCC grantees to share between 8–24 high-resolution, color photos with SGC during the project period. These photos should include pictures of both people and the project. SGC reserves the right to use these photos across any and all of its communications platforms.

SOCIAL MEDIA

SGC encourages TCC grantees to use social media to share the process of creating and developing a TCC pro-posal as well as stages of the project’s implementation. Grantees must tag @CalSGC and @CalConservation in all Tweets related to the TCC grant; tag California Strategic Growth Council and California Department of Conservation on LinkedIn; on Facebook and other platforms, please mention California Strategic Growth Council and California Department of Conservation.

Spread the Word

Here are a few effective ways to raise awareness around your important work. In every case, we recommend a clear, concise writing style that avoids technical terms and is easy for most readers to access. Be sure all of your communications comply with the Publicity Requirements and Guidelines on pages ____-____ of this kit.

CREATE A WEBSITE

One of the best ways to share the latest information about the progress of your TCC project is to compile everything the public needs to know into well-organized website. Your website should be simple and inviting, with sections explaining who you are, what the TCC program is, and why the project is important. Keeping the website updated with your latest accomplishments and steps taken to achieve your goals will keep members of your community enthusiastic and engaged. You can choose from dozens of inexpensive website templates, such as Wix, Square Space, and WordPress.

PRESS RELEASES & MEDIA ADVISORIES

If you're interested in getting mentioned by your local news outlets (newspapers, web-based news, radio, television), you've got to alert reporters, editors, hosts, news desks, and producers in your local media market. Here are a couple ways to get their attention (in both cases, include a contact name, title, phone number, and email at the top):

PRESS RELEASE

This is a narrative piece that tells the reader a story. Your best bet is to write it in the style of a story you'd read in the newspaper. Start with the most important part so that the reader knows immediately what you want to tell them about. From there, add details to flesh out the story (the amount of the grant, the number of affordable units,

total emissions reductions), along with quotes from people who are engaged with your project – for example, representatives from partner organizations, residents who engaged in project design, and SGC's Executive Director. Some media outlets might publish your press release as is! Others will follow up with questions or to interview someone.

MEDIA ADVISORY

This is a short piece you send to reporters, editors, hosts, news desks, and producers when you want to invite them to attend and cover an event, such as a groundbreaking, ribbon-cutting, dedication, etc. Make sure you answer the most important questions (who/what/when/where/why/how) and emphasize what makes your story worthy of media attention – as well as what photo opportunities will be available at the event.

SOCIAL MEDIA

Numerous social media platforms support digital storytelling and promotion. Use your existing platforms to talk about your TCC project. We also encourage you to follow SGC on Twitter and LinkedIn so we can watch for and share your updates about your TCC project. Please see our social media section of this kit for more details.

BLOG POST

If you or any of your partners currently has an active blog, we encourage you to write a post highlighting the progress or impact of your TCC project. For example, ask a project partner to write a guest blog or sit with you for a Q&A to highlight some of the specific benefits of their programs, who is receiving those benefits, and how the community has been involved. After you've posted your blog, you can share it on your social media platforms!

NEWSLETTER

If you or any of your TCC partners have a newsletter or listserv, please share your award announcement and other important milestones through that platform. Encourage community leaders and/or elected officials who work with you frequently to announce TCC milestones through their newsletters or listservs as well. Please contact us at SGC so we can share your important TCC milestones through our newsletter as well!

OP-ED OR LETTER TO THE EDITOR

Consider writing an op-ed or letter to the editor of your local newspaper to raise awareness of your new TCC award and the benefits it will bring to your community. A good approach is to acknowledge the various stakeholders involved in the planning process, name the specific benefits this project will bring to members of your community, and emphasize the place-based, community-driven approach to this project using TCC's model. An op-ed is typically around 600 words (it depends on the outlet) and you submit it to the Op-Ed Editor; it is best to reach out to this editor with an outline for your piece and ask if they're interested in running a developed piece from you. A letter-to-the-editor is short – usually under 200 words – and you just submit it directly to the letters section of the outlet.

Events and Engagement

Events with community members, leaders, and elected officials can be a draw for the press, as well as for local residents, and are a great way to build excitement about your TCC project.

HOLD A PROJECT AREA TOUR AND RIBBON CUTTING CEREMONY

Invite project partners, elected officials, funders, and other stakeholders to speak at the event. SGC staff members and Council members try to be available to participate in these events. Invite local media to attend the event (see “Media Advisory” on page ____) and provide enough information that they’ll be excited to cover it.

Do a press conference right before the ribbon cutting. Plan the message you want attendees to take away from the event, so you can craft speakers’ dialogue around it. Generally, you want to agree in advance with your speakers about what angles they’ll cover – that way, you can be sure all the important points get attention without too much repetition. Let speakers know how much time they have for their comments – typically 4-5 speakers giving comments for about 2 minutes each is plenty for a press conference. Leave time for questions at the end. You’ll need a master of ceremonies who introduces each speaker, facilitates the Q&A, and keeps the program on-track. And an audio amplification system – a microphone and a speaker – is usually important, unless you are in a very quiet space.

Give yourself plenty of time to secure the location, publicize the event, invite press, gather equipment and any visual materials, and ensure spokespeople are fully prepared.

HOST COMMUNITY EVENTS

Organizing a fun kick-off meeting and other community events for stakeholders and the general public is a great way to raise awareness about your TCC award and get more people involved in the planning and implementation process. These kinds of events can help make sure everyone is on the same page and united in your mission, as well as enthusiastic about the tangible benefits your project will create.

REMEMBER

The SGC team is here to help! We love to work with grantees to brainstorm communication strategies. We can provide quotes from SGC leadership for your press releases and make leadership available for media interviews. We can coach you on how to pitch media, help you identify reporters, and help secure participation by State officials in your event. Contact SGC’s Deputy Director of Communications and External Affairs, Emily Breslin, for support: emily.breslin@opr.ca.gov.



Social Media

Social media offers an array of powerful, free platforms that enable you to communicate about your TCC project to potentially large audiences.

FOLLOW US

The California Strategic Growth Council (@CalSGC) and the Department of Conservation (@CalConservation) post frequently on Twitter about the State's efforts to improve our environment and communities. SGC and DOC are also active on LinkedIn. We encourage you and your TCC partners to follow our accounts to stay up to date on the latest news on our policies and programs. If we tweet about TCC, or about anything else relevant or interesting to you, please 'like' and retweet us – sometimes it can even save you the trouble of crafting your own tweet.

TAG US

We love seeing grantees' progress from vision to reality. Please post updates and photos of project events or outcomes on social media, and make sure to tag us so that we can like, comment, and retweet to share your hard work with all of California.

TAG YOUR PARTNERS

Remember to include co-applicants and other key stakeholders and champions in social media posts about your TCC award. Tagging partners gives them the recognition they deserve while increasing the audience for your post.

USE HASHTAGS

Hashtags can be a very effective way to increase a post's visibility and response rate. It is best to use a few relevant hashtags, like #TransformativeClimateCommunities, #transit, #equity and #climatechange.

TAKE PICTURES

A social post with a great image attached is bound to get more traction than one without an image. Throughout every stage of the TCC process, be sure to encourage your team to bring their phones or even a nice camera and take a picture of their colleagues or work environment. Having a photobank of pictures can work wonders on your social media accounts, especially because you'll have the freedom to choose the highest quality or most interesting photos. Please see the Photo Tips section of this kit for more information.

SHORTEN THE MESSAGE

Given the character limit for tweets, you will need to pick and choose what information to include. Incorporate hashtags and tagging partners into your sentences, (see the sample posts below). Use commonly known abbreviations and conjunctions.

AMPLIFY THE VOICES OF COMMUNITY MEMBERS

Reach out to partners and community members for their videos, quotes, and pictures that share how your TCC project will affect their lives. These stories can increase your social media audience's enthusiasm for your project. Retweeting posts that residents and stakeholders create is another way to demonstrate TCC's impact.

POST OFTEN

Interact with your audience as much as possible on all platforms. It is ideal to post between a few times a week and once or twice a day on social media. Brainstorm with your staff to come up with creative ways to keep the public informed and interested in your work. Then create a schedule and remain consistent.

MORE SOCIAL MEDIA TIPS

- » Encourage audience engagement by posting questions.
- » Use URL shortening tools from sites like bitly.com and tinyurl.com.
- » Don't be afraid to use emojis.
- » Encourage your colleagues and TCC partners to participate in social media conversations.
- » Be visual! Use infographics instead of text when possible.
- » Observe copyright laws.



Photo Tips

Consider pointers in this section when using photography to tell your project's story.

QUALITY

Use the highest quality camera you can access. Good news: many modern smartphones are usually sufficient, as long as your subject is in focus, well-lit, and the phone is turned sideways (landscape orientation – use this orientation for videos, too!). Photos on social media don't have to be as high quality as photos on your website or newsletter.

EVERYONE'S A PHOTOGRAPHER

Encourage your staff and partners to take photos whenever they have the chance, and to send them all to your organization's communications team. Designating someone who owns a nice camera to take photographs during events is always a good practice.

DON'T HAVE A GREAT PHOTO?

Services like Flickr, Pixabay, and Upsplash offer countless high-quality photos that you can download and use for free.

CONTENT

When possible, photos should be bright and colorful, without being too 'noisy,' blurry, or filtered. Candid photos of people working or interacting tend to be more unique and eye-catching than people smiling at the camera. Highlight interesting aspects of your project so your photo stands out.

REMEMBER

The picture is what draws people in to read the caption and learn about your work. Don't underestimate its importance!



STAY IN TOUCH!

Feel free to contact SGC's Deputy Director of Communications and External Affairs, Emily Breslin, if you have questions or need support on any of your communications efforts at emily.breslin@opr.ca.gov.

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