



# County of Marin Community Service Fund Program Application Form

**Application Date** September 29, 2021

**Fiscal Year** July 1, 2021 - June 30, 2022

## Organization Information

**Full Legal Name:** Cool the Earth  
**Organization URL:** <https://drivecleanbayarea.org/>

## Mission

**Mission/purpose of your organization:**

Cool the Earth’s mission is to inspire individuals to reduce their carbon footprint. One of our major campaigns, Drive Clean Bay Area (DCBA), is a collaborative effort that we developed and act as the collaboration’s backbone organization. Cool the Earth and DCBA are trusted Marin-based organizations, having educated and inspired tens of thousands of Marin’s residents to reduce their footprint since 2006. DCBA launched in 2019 and is composed of over 40 nonprofits and agencies with access and credibility within Marin communities, including low-income areas. DCBA’s goal has been to reduce carbon emissions by advancing the adoption of electric vehicles, yet we recognized that EVs are not accessible for many in Marin. As such, we are expanding our programs and offerings to include more equitable transportation solutions: a variety of clean transportation options, including walk, bike, transit, e-mobility, used EVs, and EVs in multi-unit.

## Grant Request Information

**Program/Project Name:** DCBA Expansion

**Summary description of your project:**

Funds would be used to create a new collaborative website and expand the offerings more accessible to low-income communities. Assets, programs, and resources will be assessed and updated to more directly meet the needs of vulnerable communities.

**Amount Requested Dollar:** \$10,000.00

**Total Project Cost:** \$28,000.00

**Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.**

We’ve identified areas where our offerings need to be expanded and are requesting funds from the county so we can increase our capacity to more readily meet equity needs. We seek to provide more resources and services that encompass a broad array of clean transportation options as well as affordable approaches to driving electric. This expansion of services would include a name change and the development of new resources and assets that cover a broader range of clean transportation options and more in-depth content on affordable EV options.

**Goals**

- Redesign name and logo to be more inclusive of all clean transportation options (Ride and Drive Clean), update assets and resources accordingly
- Update EVs for Equity page and resources, developing bi-lingual educational videos and resources that cover the basics of clean transportation
- Update existing resources to include a broader range of options and information, including website tools, event and program content, outreach and marketing materials, etc.
- Add multi-unit dwelling, buying a used EV, and low-income charging solutions and accessible, affordable options to programs and resources to ensure that vulnerable communities are afforded equal access and don’t have to rely on public charging (currently the most expensive, least convenient charging option)
- Educate and engage communities about impacts of air pollution and solutions such as: zero-emission transportation (walking, biking, e-bikes, public transportation), and more in-depth resources for accessing used EVs/incentives for low-income
- Promote the County’s new e-bike share program as an accessible clean transportation option, encourage e-bikes as mode of transportation, not just recreation (commuting, errands, etc.)
- Create and disseminate resources that provide information about e-mobility options, including accessibility and

financial incentives and tools

Disseminate updated resources to partners, CBOs, and consumers via meetings and email/social communications

**List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:**

Passenger vehicles in Marin represent 50% of the county's carbon footprint and switching from a gas-powered vehicle to zero-emission transportation is essential to meeting the county's and jurisdictions' climate action goals. Only 5.9% of vehicles in Marin County are zero-emission as of Q2 2021. Despite the advancement of the EV marketplace and infrastructure, consumer perceptions are outdated and inaccurate. It is clear that an equitable transition from gas to electric is essential to meeting the needs of the county and planet. Some communities have the means and the knowledge to make the switch to electric now, but we need to prepare communities without the same resources for the upcoming transition. Education and engagement is necessary in low-income communities so they aren't left behind and stuck with expensive, high-polluting gas vehicles. It is critical that we build on our existing services and resources to make our offerings even more inclusive and equity-focused to provide options to those who don't currently have the means to make the switch to electric. Expanding e-mobility access and options will also reduce congestion and air pollution, benefitting all Marin residents. By expanding our services, we will increase our equity focus and be able to better serve the needs of Marin's more vulnerable residents, who are disproportionately impacted by poor air quality and environmental bads.

There are many public and community benefits that will result from a more equitable and accessible expansion of our offerings, programs, resources, and events, including:

Low-income and disadvantaged communities will receive information and resources to help them create more sustainable communities

By transitioning away from gas vehicles and encouraging people to switch to clean transportation, air quality in Marin will improve benefitting all residents, especially those in disadvantaged communities who are disproportionately affected by air pollution and low air quality.

**This organization has never received Community Service funds.**

**List of County funding received for this project or others.**

We received funding for our Cool the Earth schools program (Adopt-a-Polar-Bear) in 2020 to the amount of \$20,000.

**Project/program can be completed if amount received is less than requested amount of Community Service funds.**

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

| <b>Project Funding Sources</b> | <b>Funding Agency</b> | <b>Funding Requested</b> | <b>Received</b>      | <b>Notes</b>   |
|--------------------------------|-----------------------|--------------------------|----------------------|--|
| County CSF                     |                       |                          |                      |  |
| Federal Grant                  |                       |                          |                      |  |
| State Grant                    |                       |                          | \$0                  |  |
| Individual Contributions       | Private donors        | \$4,000                  | \$4,000              | <i>Ongoing donation requests from private donors</i> |
| Other Local Agencies           |                       |                          | \$0                  |  |
| In kind services               |                       |                          |                      |  |
| Other                          | Electrify America     | \$163,000                | \$14,000             | <i>Corporate sponsorship</i>                         |
| <b>Total Sources</b>           |                       | \$167,000                | \$18,000             |  |
|                                |                       |                          |                      |  |
| <b>Project Expenses</b>        |                       | <b>Budgeted</b>          | <b>Spent to Date</b> | <b>Notes</b>   |
| Personnel Costs                |                       | \$12,000                 | \$2,400              | <i>Team hours spent on development and execution</i> |
| Services and Supplies          |                       | \$16,000                 | \$3,200              | <i>Hiring marketing firm, licenses, etc.</i>         |
| Capital                        |                       |                          | \$0                  |  |
| Other                          |                       |                          |                      |  |
| <b>Total Expenses</b>          |                       | \$28,000                 | \$5,600              |  |