



Funding Opportunity Announcement

Electrification Outreach Program

Fiscal Year 2025 Grant Program

Program Purpose

The Maryland Energy Administration (“MEA”) presents the Electrification Outreach Program (the “Program”). Building electrification – the replacement of fossil fuel-powered systems and appliances with electric alternatives – is a key strategy for improving health and safety, increasing energy efficiency, and reducing emissions economy-wide.

This Program supports:

- 1. Residential Community Electrification Outreach:** statewide, community-based outreach to educate owners and tenants of single-family and multi-family dwellings on the benefits of building electrification and encourage adoption of electrification measures. Electrification outreach aligns with key State climate policies, including the decarbonization requirements of the [Climate Solutions Now Act \(SB528 2022\)](#)¹.
- 2. Residential and Commercial Outreach to WARMTH Pilot Communities:** In 2024, the Maryland General Assembly passed the [WARMTH Act \(HB397 2024\)](#),² requiring certain gas utilities to develop networked geothermal pilot programs in their service territories. Networked geothermal systems use a shared geothermal loop to efficiently heat and cool multiple buildings, offering a promising approach to community-scale electrification. Under the WARMTH Act, MEA will fund outreach to owners and tenants of single-family dwellings, multi-family dwellings, and commercial buildings within participating gas utility service areas to encourage participation in the WARMTH Pilot and facilitate coordination with Finalist communities over the pilot’s duration.

Type of Grant Program: **Competitive**

Application Deadline: **March 26, 2025, 5:00 PM EST**

Anticipated Funding

A total of \$350,000 for Fiscal Year 2025 is anticipated to be available for the Program. The actual amount available may vary, depending on the quantity and quality of applications received and MEA’s available resources.

¹The *Climate Solutions Now Act*, SB528, 2022 Md. See bill text at: <https://mgaleg.maryland.gov/2022RS/bills/sb/sb0528E.pdf>

²The *Working for Accessible Renewable Maryland Thermal Heat (WARMTH) Act*, HB397, 2024 Md. See bill text at: <https://mgaleg.maryland.gov/2024RS/bills/hb/hb0397E.pdf>

The minimum request for a grant award is \$50,000 and the maximum request for a grant award is \$175,000. MEA **may** increase the maximum amount depending upon Applicant qualifications. MEA may also issue partial awards, as described below.

Program Description

1. Residential Community Electrification Outreach

The Program supports statewide, community-based outreach to educate owners and tenants of single-family and multi-family dwellings about the benefits of building electrification and encourage adoption of electrification measures, including electric heat pumps for heating and cooling, heat pump water heaters, and other electric appliances. These outreach efforts may also help residents navigate and qualify for available and forthcoming federal, state, local, and utility-sponsored incentives and rebates supporting electrification. These activities may include:

- Identifying resident needs and matching them to applicable programs.
- Conducting program eligibility screenings.
- Assisting with application completion and required documentation.
- Providing additional support, such as language interpretation or disability access services.

2. Residential and Commercial Outreach to WARMTH Pilot Communities

The Program will fund outreach to owners and tenants of single-family dwellings, multi-family dwellings, and commercial buildings located in participating gas utility service areas to encourage participation in the WARMTH Pilot and facilitate coordination between the utility company, their contractors, and the Finalist communities over the pilot's duration. Under the WARMTH ACT:

- Participating Maryland utilities will develop two-year pilot programs to implement networked geothermal heating and cooling systems and provide new electric appliances to residents in selected communities.
- 80% of the residents in each selected pilot community are required to live in “low- or moderate- income housing.”³
- Residents, homeowners and building owners will not be directly responsible for the costs of the appliances or the improvements to their dwellings.

The participating Maryland utilities will be:

- **Baltimore Gas and Electric (BGE):** in Maryland, BGE's gas division serves Baltimore City and parts or all of Anne Arundel, Baltimore, Carroll, Cecil, Frederick, Harford, Howard, Montgomery, and Prince George's Counties (see *Figure 1* below).
- **Washington Gas and Light (Washington Gas):** serves parts of Calvert, Charles, Frederick, Montgomery, Prince George's and St. Mary's counties (see *Figure 2* below).

Eligible communities selected by the utilities will likely include both single-family and multi-family dwellings, and may also include large government or commercial buildings. The

³ Per the WARMTH Act of 2024, “Low or moderate income housing” means housing that is affordable for a household with an aggregate annual income that is below 120% of the area median income. “Area median income” pursuant to § 4-1801 of the Housing and Community Development Article means “ the median household income for the area adjusted for household size as published and annually updated by the United States Department of Housing and Urban Development.”

utilities' community selections will depend on community interest, technical and geological feasibility, and other factors. The Maryland Public Service Commission (PSC) is expected to approve the utilities' selected communities for the WARMTH Pilot by December 2025.

For this Funding Opportunity Announcement (FOA), communities under consideration for the WARMTH Pilot are categorized as:

- **Finalists:** communities selected by the participating utilities and approved by the Maryland PSC to participate in the WARMTH Pilot.
- **Semi-Finalists:** communities selected by the participating utilities but NOT approved by the Maryland PSC to participate in the WARMTH Pilot.

Eligible Applicants

The Program is only open to nonprofit organizations, including community-based organizations. If selected for award, MEA will only provide grant funding directly to the individual identified to receive funding on the application form. A successful Applicant may provide subgrants or stipends to other organizations or community groups working within Maryland.

Ineligible Applicants

Residential homes, businesses, and units of government are not eligible for this Program.

Geographic Allocations

An Applicant **must** specify their geographic focus in their application.

Residential Community Electrification Outreach

An Applicant **may** propose general electrification outreach to communities anywhere in the State. Grants will be awarded in a manner to ensure a regional distribution of funds for eligible activities across the State. If proposing general electrification outreach, an Applicant **must** specify the region(s) they intend to serve from the following options (see *Figure 1* for map of regions):

- Communities in Western Region (GREEN)
- Communities in Central Region (ORANGE)
- Communities in Eastern Region (BLUE)
- Communities in Southern Region (PINK)
- Communities in Baltimore City Region (RED)

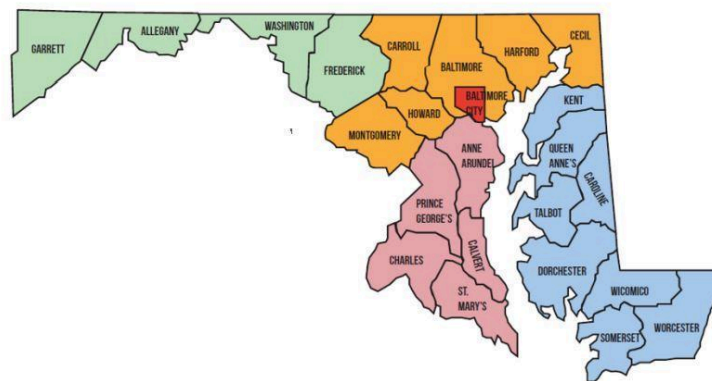


Figure 1

Residential and Commercial Outreach to WARMTH Pilot Communities

An Applicant **must** propose to conduct WARMTH Pilot outreach in **at least one** of the following areas:

- Communities selected by **BGE** as **Finalists** and **Semi-Finalists** for the WARMTH Pilot (see *Figure 2* for BGE utility territory map).
- Communities selected by **Washington Gas** as **Finalists** and **Semi-Finalists** for the WARMTH Pilot (see *Figure 3* for Washington Gas utility territory map).

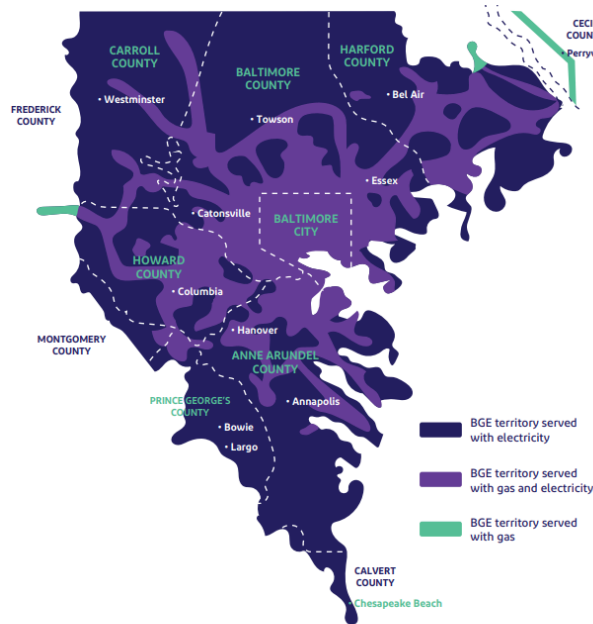


Figure 2 (Source: BGE)

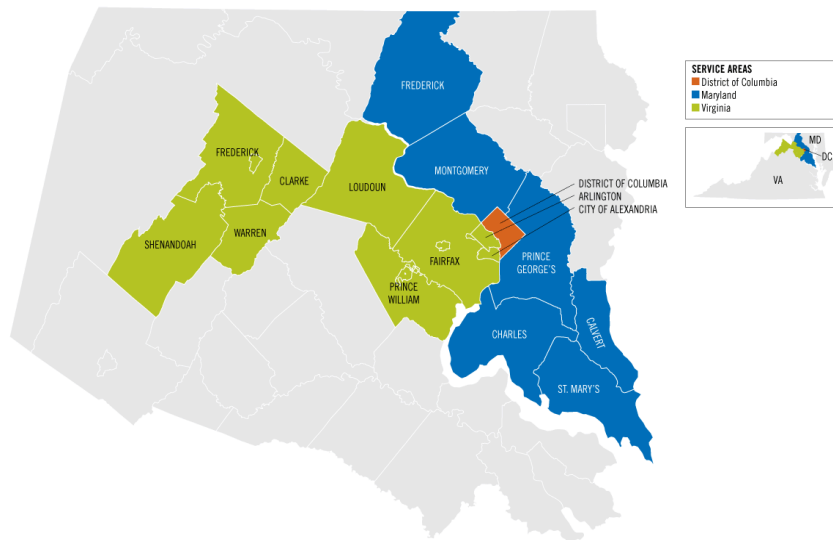


Figure 3 (Source: Washington Gas and Light Company)

Eligible Activities

MEA will provide reimbursement for the following eligible activities:

Outreach and Education

Program grant funds are provided to support:

- General electrification outreach to owners and tenants of **single-family and multi-family dwellings**.
- WARMTH Pilot outreach to owners and tenants of **single-family dwellings, multi-family dwellings, and commercial buildings**.

Outreach must include in-person engagement with residents and homeowners - either one-on-one or at the community level - tailored to the audience. While additional outreach methods—such as online resources, phone and email advising, print materials, and hands-on demonstrations—are encouraged to complement in-person efforts, they are not required. An Applicant must be able to serve communities designated as overburdened or underserved, as defined in Maryland statute.⁴ A list of overburdened or underserved communities - identified by census tract ID number - is available [here](#) (or in the “Program Documents” section of the program webpage: <https://energy.maryland.gov/Pages/EnergyOutreach.aspx>).

Outreach efforts **must** include education on:

1. The Benefits of Electrification

- Improved health and safety
- Environmental and climate benefits
- Enhanced performance and ease of use
- Potential financial savings

2. Electrification Equipment, Appliances, and Retrofit Opportunities

- Electric heat pumps for space heating and cooling:
 - Ground source (geothermal) heat pumps - for Semi-Finalist and Finalist WARMTH Pilot communities
 - Ducted and non-ducted air source heat pumps - for communities not selected for the WARMTH Pilot
- Electric heat pump water heaters
- Electric stoves, cooktops, or ranges (conventional electric or induction)
- Electric heat pump clothes dryers

3. Incentives and Rebates:

- Federal, State, and local tax credits, incentives and rebates, that may be available to residents, including eligibility requirements.

4. The WARMTH Pilot Support and Coordination

- To be considered, an Applicant must describe how they will coordinate with the participating utility, community residents, and stakeholders in Finalist communities participating in the WARMTH Pilot.
- Eligible activities under this section may include support and coordination with utility staff or its contractors that will be involved in the construction of

⁴ Md. Code Ann., Env't. Art. §1-701, available at <https://mgaleg.maryland.gov/mgaweb/Laws/StatuteText?article=gen§ion=1-701&nactments=false>

the thermal energy network systems, as specified in Section 7-1004 (A) of the WARMTH Act.

Additionally, outreach efforts **may** include qualifying residents for the Federal, State, and local tax credits, incentives and rebates described above. These activities may include:

- Identifying resident needs and matching them to applicable programs.
- Conducting program eligibility screenings.
- Assisting with application completion and required documentation.
- Providing additional support, such as language interpretation or disability access services.

Ineligible Activities

The following will not be funded under this Program:

- Contracting work of any kind including, but not limited to, appliance installations, appliance removals, and supporting upgrades.
- Managing home electrification installation projects.
- Educational efforts that target only business owners or HVAC installers.
- Educational efforts that promote the use of fossil-fuel powered appliances.

Minimum Eligibility Requirements

Each of the following requirements must be met in order for an application to be considered “complete” for this Program. Each complete application will then be evaluated under the additional criteria as set forth in the “Evaluation Criteria” section of this FOA.

1. An Applicant must be a nonprofit organization.
2. An Applicant must be registered to do business in Maryland and be in good standing.
3. An Applicant must provide a complete application, which includes all required documents (as listed below).

Timeline

The Program application and evaluation process will follow the timeline outlined below. This timeline is provided for program planning purposes. MEA will attempt to meet this timeline however, delays may occur, and grant award decisions may be delayed accordingly.

- **February 24, 2025:** FOA issued
- **March 26, 2025:** The deadline to submit applications, **5:00 EST.**
- **Summer 2025:** Grant agreements signed (projects begin)

Evaluation Criteria

Each complete application is competitively evaluated based on the following evaluation criteria. Possible points available for each Evaluation Criteria is indicated. *Please Note: to enhance geographic diversity, MEA may also consider an Applicant's area(s) of geographic focus when determining a grant award decision.*

1. Qualifications—40 points

- a. The Applicant clearly demonstrates how the project's design and approach align with the program purpose and eligible activities (see “Eligible Activities” above).

- b. The Applicant demonstrates historic success with education and outreach programming, including in-person outreach, focused on electrification or related fields.
- c. The Applicant demonstrates a track record as a trusted community partner, or preparedness to immediately leverage relationships with trusted partners across the territory proposed, including the Semi-Finalist and Finalist communities in the WARMTH Pilot.
- d. The Applicant demonstrates historic success serving overburdened or underserved communities, as defined in Maryland statute.⁵ A list of overburdened or underserved communities – identified by census tract ID number – is available [here](#) (or in the “Program Documents” section of the program webpage: <https://energy.maryland.gov/Pages/EnergyOutreach.aspx>).
- e. The Applicant proposes a combination of outreach and education channels, incorporating the required in-person component along with other channels, such as online resources, phone and email advising, print materials, and hands-on demonstrations.
- f. The Applicant demonstrates familiarity with the WARMTH Pilot in the Washington Gas or BGE service territory
- g. The Applicant fully details how it would serve:
 - i. Each community the application includes for outreach and education;
 - ii. A WARMTH Semi-Finalist community; and
 - iii. A WARMTH Finalist community

2. Feasibility—15 points

- a. The Applicant provides a project scope that specifies the project purpose, goals and objectives, and strategies for achieving those goals and objectives.
- b. The Applicant identifies anticipated challenges the proposed program will face and how the Applicant plans to overcome them, including the role that the proposed investment will play in overcoming those challenges.
- c. The Applicant provides an implementation timeline that aligns with the grant period and is realistic and attainable.
- d. The Applicant effectively identifies the potential challenges to attaining the implementation timeline and mitigation strategies if they are unable to meet their timeline goal.
- e. The Applicant indicates whether and how its proposed project is capable of being scaled larger or smaller, based on availability of funding.

3. Justification—10 points

- a. The Applicant justifies the proposed expenses in the project budget.
- b. The Applicant clearly articulates how success will be monitored, including any key quantitative metrics.

4. Budget and Return on Investment—25 points

⁵ “Overburdened” and “underserved” communities are defined in Code of Maryland, Environment Article §1-701, available at <https://mgaleg.maryland.gov/mgaweb/Laws/StatuteText?article=gen§ion=1-701&enactments=fals>

- a. The project budget is competitive in scale relative to the desired outcomes.
- b. The project budget includes a breakdown of intended use of grant funds (see Program Specific Requirements below for permitted expenses).
- c. The narrative provides a description of leveraged funds, including, but not limited to donor funds and other federal, State, local, or philanthropic grant awards.

5. **Letters of Support—10 points**

- a. The Applicant may provide letters of support from project partners, such as local businesses, nonprofits, community organizations, faith-based institutions, or government agencies. **Two or more letters of support are preferred.**

Review Process

Each application package will be evaluated competitively by an Evaluation Team. The Evaluation Team will be made up of MEA staff with relevant experience. The evaluation includes three (3) review steps that are detailed below:

1. Program Manager Eligibility Review: The applicable MEA Program Manager reviews the application for eligibility according to the Minimum Eligibility Requirements listed in this FOA. An application that does not meet the Minimum Eligibility Requirements will be rejected from funding consideration and the applicant will be notified.
2. Evaluation Team Member Individual Review: Each member of the Evaluation Team reviews and scores each complete application according to the Evaluation Criteria established in this FOA.
3. Evaluation Team Group Review and Award Recommendation: The Evaluation Team convenes for a group review of their findings and scores. An Evaluation Team member is permitted to modify their score for a complete application considering new information discovered during the Group Review discussion. The final score for each complete application is determined by taking the average of the individual Evaluation Team member scores for that application. The Evaluation Team will finalize all scores and make an award recommendation for each application that has been selected for funding. Grants will be recommended in order of highest final score to lowest eligible final score, until all available funding is exhausted, or all eligible grants are funded, whichever comes first.

Partial Awards

Partial awards are possible under the Program and will be determined based on the applicant's competitive application score, as determined in the Review Process using the Evaluation Criteria. MEA may issue a partial award if:

1. Needed to ensure equitable distribution of funds across geographic regions of the State; or
2. Sufficient grant funds are not available to fully fund a project.

Submission Instructions

Applications are due by **March 26, 2025 by 5:00PM**. Applications must be submitted using the [Application Form](#) (Online application preferred. PDF version also available on the Webpage). This form includes:

- The name and address of the entity submitting the Application
- An authorized signatory of the entity submitting the Application
- A designated point of contact for the Application, along with contact information

- The date of submission
- Upload of each required application document (listed below)
- Upload of each optional application document (listed below)

An Applicant may NOT disclose any sensitive or otherwise confidential information to MEA in the Application without prior approval. If sensitive or confidential information must be provided to MEA, the Applicant shall first contact MEA to determine the most secure way to transmit this information.

Required Application Documents

For a complete application, the application package must include the following attachments:

1. **Narrative:** The Narrative should provide a comprehensive overview of the proposed project that addresses each of the Minimum Eligibility Requirements and Evaluation Criteria listed above. The Narrative should be no more than 15 pages long.
2. **Budget:** The application must include a separate Budget attachment, Excel or a PDF of an Excel or other spreadsheet, that details the budget items listed in Evaluation Criteria, above.
3. **IRS Form W-9:**
 - I. All Applicants must provide a U.S. Internal Revenue Service (IRS) Form W-9 for the Applicant Organization. The Applicant Organization name and address provided on the IRS Form W-9 must match the Applicant Organization name and address provided in the Application Form submitted through the online application portal. An IRS Form W-9 can be requested from the IRS.
4. **Evidence of Good Standing:**
 - I. All Applicants must provide evidence that the Applicant is in good standing with the State of Maryland. Acceptable documentation includes a PDF of the organization's result from Maryland Department of Assessments and Taxation (SDAT) [Business Entity Search](#) that indicates Good Standing, or a Certificate of Status from SDAT that indicates Good Standing. Instructions on how to obtain a Certificate of Good Status are available on SDAT's website [here](#).

Optional Application Documents

1. **Letters of Support:** An Applicant may provide letters of support from project partners, such as local businesses, nonprofits, community organizations, faith-based institutions, or government agencies. Two or more letters of support are preferred.

Program Specific Requirements

Grant funds **may** be used to offset the following:

Direct Expenses

- Material/equipment purchase costs of an electric appliance for demonstration purposes
- Print collateral and media materials
- Other outreach supplies
- Community event or meeting rentals, food, and supplies
- Online promotions
- Staffing expenditures
- Subgrants or stipends for partner organizations

Administrative/Indirect costs

Source: Consistent with §2-208(c) of the State Finance and Procurement Article, Code of Maryland, a nonprofit organization that is providing services funded with State funds can request reimbursement of indirect costs “

(1) at the same rate the nonprofit organization has negotiated and received:(i) for indirect costs under a direct federal award; or (ii) from a nonfederal entity based on the cost principles in Subpart E of [federal Office of Management and Budget] OMB Uniform Guidance; or

(2) if the nonprofit organization has not negotiated and received an indirect cost rate described in item (1) of this subsection, at a rate of at least 10% of the costs that would be considered modified total direct costs under OMB Uniform Guidance

Grant Period

The grant period will be 24 months, beginning with the effective date of the executed grant agreement. MEA may provide a grantee an extension of time if the grantee shows good cause that is justified with written documentation explaining the need for an extension.

Reporting & Reimbursement

Pursuant to the grant agreement, grant funds will be paid in arrears over the course of the grant period for the performance of eligible, approved activities. The grant agreement will also include reporting requirements, which if not met, may result in a delay in reimbursement, disallowance of expense, or suspension of the grant. Reimbursement reporting requirements will include:

- Quarterly progress reports in concert with invoices submitted to MEA
- Final close-out report, including:
 - A final invoice
 - Quantitative metrics that capture outreach efforts and the outcomes/impact of those efforts
 - A summary of lessons learned
 - Recommended best practices for future efforts

Grant Program General Provisions

MEA grant programs are covered by general provisions that apply to all of its grant programs, the most current version of these General Provisions is [General Provisions v3 2.11.22](#). The latest approved version of this document will be incorporated into all FY25 grant agreements issued by MEA.

Please note the following specific General Provisions:

- Prior to execution of the Grant Agreement, Grant funds are subject to change in amount and availability.
- MEA will not reimburse any grantee for costs incurred prior to the execution of the grant agreement.
- Unless otherwise specified in the Grant Agreement, MEA will not disburse grant funds for work that has yet to be performed; costs that have yet to be incurred or

are not sufficiently documented; or costs that are inconsistent with the purpose, terms, and conditions of the Grant, as determined by MEA.

Regulations

MEA grant programs are regulated by the Strategic Energy Investment Program regulations* (COMAR 14.26.02). All Applicants and associated projects funded by MEA must meet all applicable regulations as defined by COMAR.

**To access these regulations, click [here](#)⁶ and use the sidebar “Regulations by Title” to navigate to: 14 - Independent Agencies → 26 - MARYLAND ENERGY ADMINISTRATION → 02 - Maryland Strategic Energy Investment Program.*

Program Changes

Any update (e.g., extension of a deadline) or clarification about the Program and any corrections to inadvertent errors in the Program information will be available on the Program webpage. In addition, MEA will communicate clarifications and updates made after the application deadline directly to Applicants or grantees, as applicable, by letter and/or e-mail. The final grant amount for each Grantee will be made after review of all proposals received and is subject to funding availability for the Program and any relevant statutory requirement applicable at that time

Questions

Interested Applicants may submit questions, comments, concerns, and suggestions to the following MEA Program Manager:

Ryan Trauley
Energy Efficiency & Electrification Program Manager
Maryland Energy Administration
building.decarbonization@maryland.gov
410-537-4000

⁶ <https://dsd.maryland.gov/Pages/COMARSearch.aspx>