



GREEN BANK
FOR RURAL AMERICA
A Subsidiary of Appalachian Community Capital

Community Engagement Technical Assistance

The West Virginia Community Development Hub

GreenBankForRuralAmerica.org



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THE Hub
West Virginia Community
— Development Hub —

- **Donna Gambrell, President & CEO, Appalachian Community Capital**
- **Daniel Wallace, President & CEO, Green Bank for Rural America**



Providing public and private capital that enables rural areas to gain the most benefit from the new energy economy.

- Create **good jobs** that stay in rural communities, helping local communities thrive.
- Help families and businesses save and **build wealth** and increase profitability – creating a prosperous future.
- Create **healthier communities** and preserve the quality of life in rural areas.





Projected Impacts

GGRF
AWARD SIZE:
\$500 million

CAPITAL
DEPLOYMENT:
\$400 million

TOTAL
REGIONAL
INVESTMENT:
\$1.6 billion

LEVERAGED
CAPITAL:
3.0



2K
projects
financed



13K
jobs
created



4K
people
trained



4.8K
units of housing
developed or rehabbed



-460 MWh
Energy
generation



-850,000
(annual tons)
CO2



Launch Events

- December 4 Green Bank for Rural America Launch Event (Phase II)
- December 5 Mastering the Application Process
- December 6 ★ Community Engagement with WV Community Development
- Hub
- December 13 Workforce Development with Coalfield Development Corp.
- TBD Investor Impact Session



Today



Opportunities Available through the
Community Engagement Technical Assistance Hub



Communities

- 1 Appalachian Region
- 2 Rural Communities
- 3 Energy Communities
- 4 Geographies with High Impact Projects
- 5 Low Income and Disadvantaged Communities
- 6 National focus across all 10 EPA Regions





Awards to Community Lenders

Community Lenders

- CDFIs, EDA RLFs, USDA IRPs
- State, municipal, Tribal government, other public loan funds
- Other not-for-profit loan funds
- Serve Appalachia, Energy Communities, Rural Communities
- Community Engagement commitment
- Workforce Development commitment

Capitalization Awards

Most Awards between
\$1 million and
\$10 million

Framework for
Awards up to
\$35 million





Technical Assistance Awards to Community Lenders

10% of Capitalization Funding received



\$10M
Capitalization
Funding

+ additional **\$1M**
(10%) in Technical
Assistance Funding

Uses include:

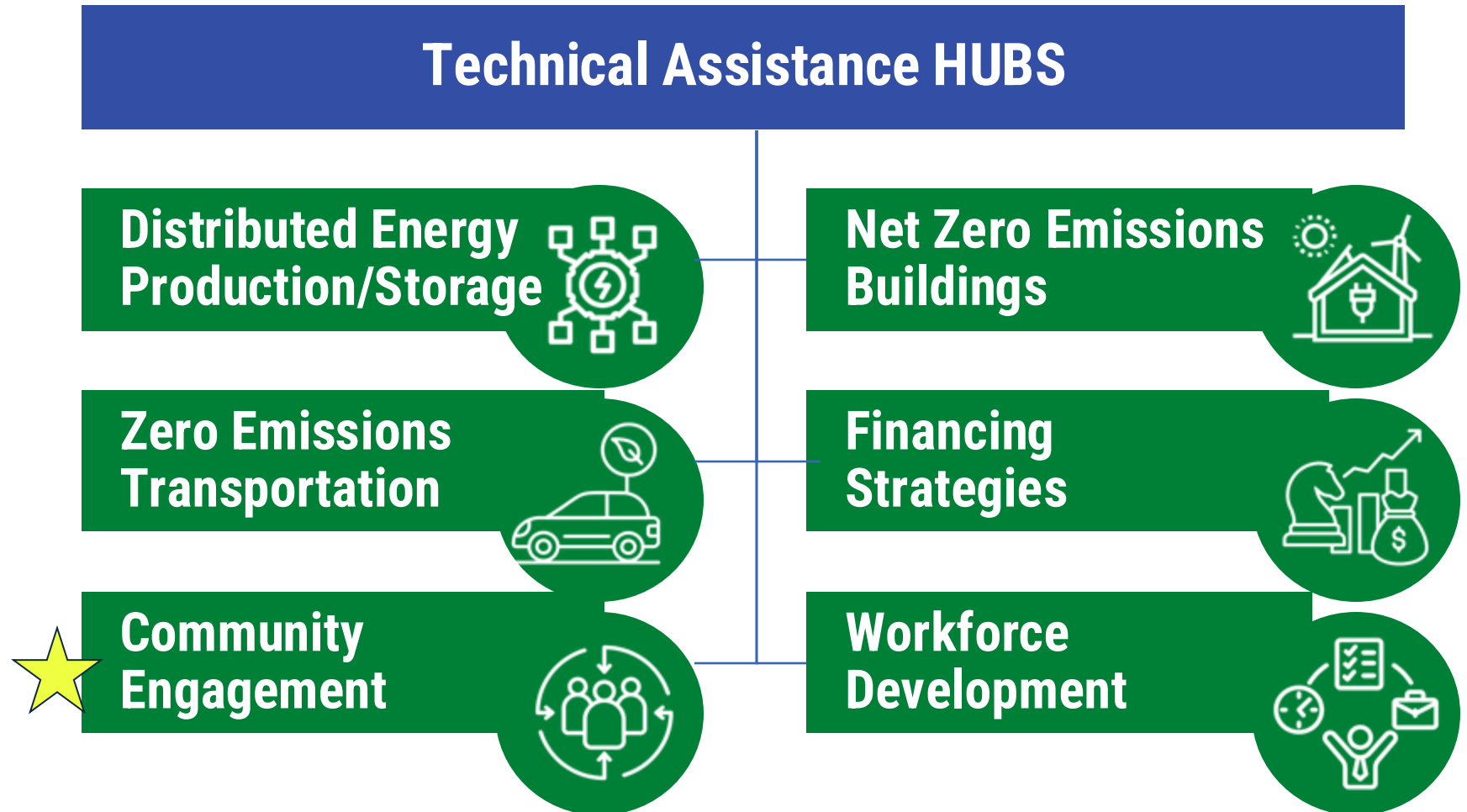
- Pre-development activities (engineering, design, business planning / project development, financial structuring, ...)
- Capacity Building: Training, hiring staff, developing new financial products and internal systems
- TA Services (TA Hubs) including -
- Community Engagement, visioning, planning, project development
- Workforce Development with community colleges, workforce boards, unions, training organizations

– TA Hubs will offer resources to support Community Lenders and Projects –



TA Hubs and TA Services

- Capacity Building available to all Community Lenders
- CLs can use TA grants to purchase TA services from the Hubs
- TA providers qualified through open RFP process
 - Vetted for subject matter & rural expertise





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Stephanie Tyree
(she/her)
Executive Director



Emma Byrne
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Director of Impact
CETA Program Lead



Amanda Workman-Scott
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Director of Community
Engagement



Who is The Hub?

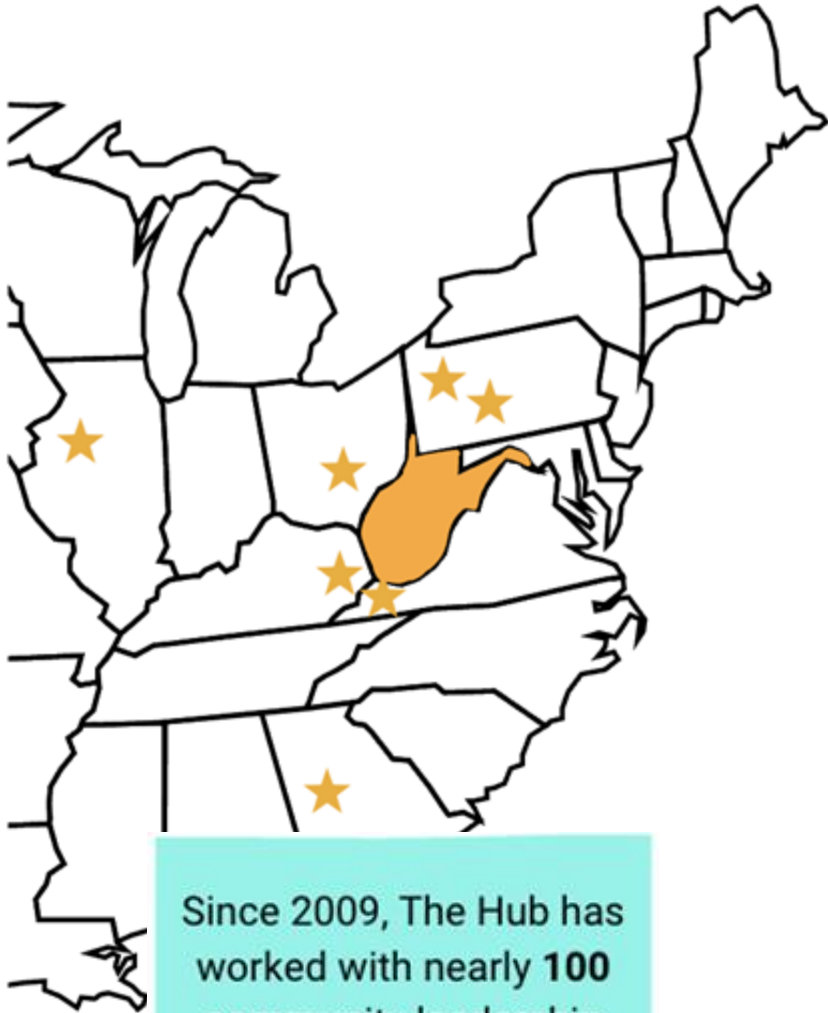
The West Virginia Community Development Hub (The Hub) is a nonprofit organization founded in 2009 and based in West Virginia. The WV Community Development Hub:

- **supports community leaders with the tools and training** they need to lead and **spark positive change** in their hometowns
- **partners with communities to improve quality of life** by empowering leaders, building collaboration, amplifying the stories of the communities where we live and work, and tackling barriers to community development
- **builds community members' skills and capacity** relating to rural community development, project development and implementation, and resource access.





The Hub's Regional Support



Since 2009, The Hub has worked with nearly **100** community leadership teams across **7 states**.

Downtown Redevelopment & Economic Diversification

Capacity Building & Leadership Development

Innovation through Collaborative Partnerships

Entrepreneurship & Business Resiliency

Technical Assistance, Financing & Grants

Resilient & Green Development



WV Community Development Hub Story of Impact



Community Spotlight - **Petersburg, West Virginia**



Why does GBRA prioritize community engagement?





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Overview & Strategies

Community Engagement Technical Assistance (CETA) Hub



We know community engagement is occurring when...

Projects have widespread **community support**

Community members are **involved** in the **decision-making process**

Lenders are **convening community partners** to hear ideas & interests

Projects **align** with the **community's priorities**





What do we mean by “Community Engagement” ?

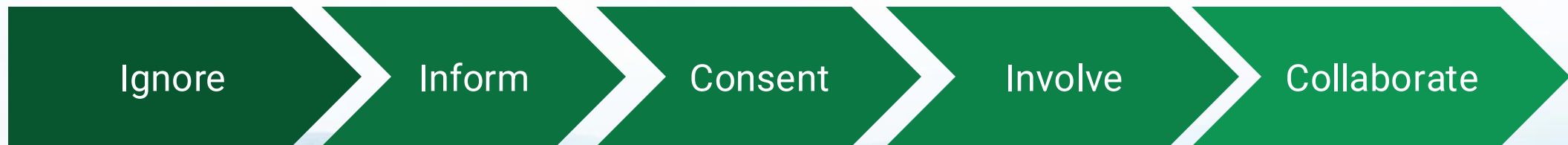
- Definitions for “CE” can differ based on:
 - culture
 - context
 - needs
- Designing a “CE” strategy should consider:
 - purpose - what do we want to accomplish?
 - people - who needs to be involved?
 - a trauma-informed approach to engage

Source: Center for Community Investment,
2024



Community Engagement Spectrum in Project Development

How are lenders and projects engaging communities?





What do we mean by “Community Engagement”?

- Examples from conversations with the lending field –
 - Staying **informed of community needs** and priorities
 - **Convening** community members, workers, businesses, and lenders for problem id and solutions
 - Incorporating community input into **ideation and development** of financial products + project pipelines
 - Supporting borrowers through **flexible project support** (pre-development funding, patient capital, relationship or trust-based lending, helping borrowers navigate barriers)
 - **Co-development and management** of financing products and decisions within target communities



What do we mean by “Community Engagement”?

- The CETA Hub will flexibly support lenders, projects, and communities to meet individual needs.
- Community engagement expectations:
 - Notice
 - Communication
 - Feedback loops and gathering information from the communities served or impacted



The CETA Hub - Goals

The goals of the Community Engagement Technical Assistance program (CETA) are to:

- Build connections between community lenders and the communities that they serve through project investments;
- Create a long-term pipeline of investable projects identified and driven by community leaders in the most distressed, underserved regions of the GBRA; and
- Document and uplift successful strategies for community-engaged investment in rural communities.



The CETA Hub - Support

Tracks

The CETA Hub will create 4 tracks of support to achieve these goals:



Community Project Team Coaching



Community Lender Technical Assistance



Borrower and Project Technical Assistance



Documenting and Sharing CE Best Practices



Community Coaching Program

- **Program Overview**

- 27 community teams (3 cohorts of 9 teams)
- 15-month coaching and development cycle
- Communities will receive expert training, TA \$\$, and connections to GBRA-funded lenders
- Community teams will be comprised of individuals from diverse backgrounds, experiences and positions
- Communities will receive funding through the Hub, and will be encouraged to work with Lenders to use CE TA funds to support local projects





Community Coaching Program

- **Who should participate?**
 - Communities within the Green Bank's target areas, including communities
 - with limited lender activity,
 - that need support developing eligible projects,
 - and that are interested in building a long term pipeline of carbon reduction projects to improve community resilience.





Community Coaching Program

- **Community Eligibility**
 - Communities must be classified as (1) *rural* and (2) *low-income or disadvantaged* (LIDAC)
 - Prioritized communities include:
 - Energy communities
 - Appalachian communities
 - Communities of color



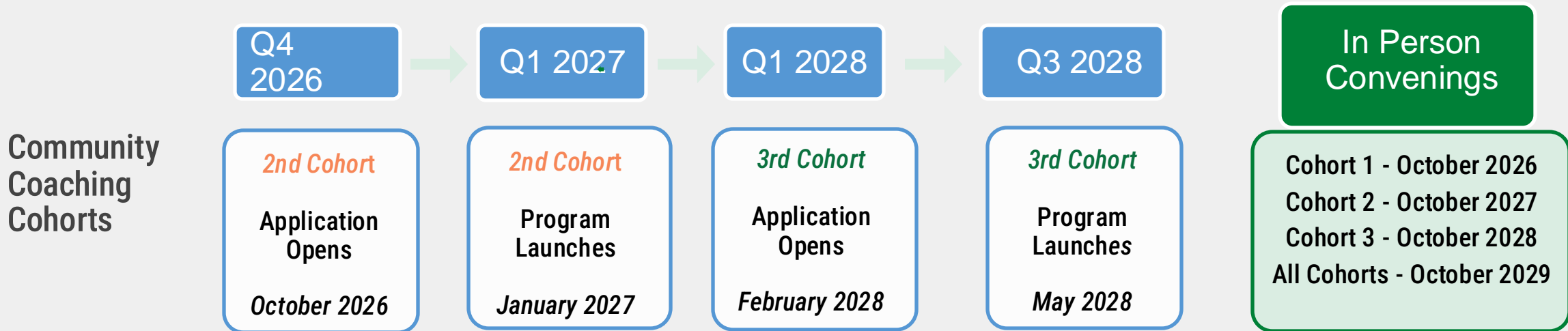


Timeline - Community Coaching Cohorts

2025-2026



2026-2029





Community Lender Technical Assistance

The CETA Hub will provide community engagement training and 1-on-1 Technical Assistance (TA) for community lenders funded through the Green Bank.

- Intake meetings and focus groups
- 1:1 Support
- Online Resource Hub
- Biannual CETA webinars
- **Surfacing and sharing lender best practices**
- **Access and referrals to pre-vetted community engagement vendors**





Borrower and Project Technical Assistance

The CETA Hub will provide direct TA to project applicants to strengthen their strategy and activities related to community outreach and coordination.

- Pre-Application Support
- 1:1 Consultation and Guidance
- Surveys of awarded projects and impacted communities





Borrower and Project Technical Assistance

- Other services provided by WV Hub **or other vetted community engagement vendors**, such as:
 - Community outreach + notification processes
 - Building community support and buy-in
 - Community benefit plans and other standardized processes for community involvement
 - Engagement and relationship building strategies for underserved, historically disinvested rural communities with limited leadership capacity





Sharing Best Practices

The CETA Hub will work with external partners to publish and amplify case studies and best practices of community engagement within the rural community investment field.

- **Case Studies** - partnership development between community teams and Community Lenders
- **Best Practices** - reports on community engagement strategies in rural and coal-impacted communities
- **Examples** - learn from the field and share what works
- Videos, blogs and messaging features lifting up the CETA program activities and impact





CETA Hub Timeline

*RFP for Vendors – Opened December 4th, 2024

2025



2026 - 2029

- Rolling technical assistance for community lenders and borrowers, including referrals to vetted vendors for community engagement services
- 1:1 pre-application support for borrowers
- Surveys of awarded borrowers and community leaders in project areas to assess efficacy of community engagement
- Sharing best practices for community engagement via webinars, resources, and other media



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Lender Application Guidance, Requirements & Next Steps

Community Engagement Technical Assistance (CETA) Hub



TA Award - Usage and Requirements

Community lenders may use TA awards to build their capacity - and support communities and projects - to provide financial assistance to CCIA-eligible projects such as:

- Training, staffing + building organizational capacity
- Pre-development activities such as engineering, design, site and building assessments, market research, business planning
- Community Engagement activities
- Workforce Development activities



Application Guidance

Community Lenders will describe their plans and include a proposed budget for use of the TA Award in application.

- Must use 10% of the TA Award for Community Engagement
- TA funds may be used to identify and engage local and regional partners, and to leverage additional resources for community engagement activities.
- We recommend Community Lenders **budget TA funds to pass through to communities** in your service area
- Our staff is available for application support through the TA Hub, the Help Desk, and Office Hours



Example

Example: A developer is seeking financing for project; there are gaps in the project's engagement strategy

GBRA TA \$\$ funds → **Technical Assistance Provider (Vetted Vendor)**

Contracted TA Provider develops and implements a community engagement strategy in collaboration with developer



CETA Hub - Next Steps

- **Refer communities who may be** interested in applying for coaching program to complete an inquiry form or reach out directly
- **Refer TA vendors to complete the RFP process** to build our list of qualified service providers
- **Reach out to us to connect** to build our national network of lenders, developers, community engagement organizations, TA networks, and community members
- **Contact Us through**
 - The CETA Hub webpage on GBRA website
 - greenbankforruralamerica.org
 - Reach out to CETA Hub Lead, Emma Byrne
 - e.byrne@wvhub.org



Scan for CETA Hub



Q&A

The Green Bank for Rural America

<https://greenbankforruralamerica.org/>

Emma Byrne, e.byrne@wvhub.org

Thank You!

