



**BROADSTREET  
ECOTRUST  
CONSULTING  
COLLABORATIVE**

A PARTNERSHIP BETWEEN   
**BROADSTREET**  
Ecotrust

## WHO WE ARE

Ecotrust and Broadstreet Impact Services have joined forces to provide an array of impact measurement, reporting, and evaluation services for Greenhouse Gas Reduction Fund (GGRF) awardees, subawardees, and partners. Our offerings include a comprehensive approach, with the flexibility to select what you need from our menu of measurement and evaluation services.

For more than 30 years, Ecotrust's purpose has been to inspire fresh thinking that creates economic development, social equity, and environmental well-being. Broadstreet has over 20 years of experience as a fund manager and services provider to the community investing market and is the largest awardee in New Market Tax Credit (NMTC) program history. No matter where you are in your implementation of GGRF, our Collaborative can bring value, expertise, and structure to your reporting and evaluation efforts.

## THE NEED FOR IMPACT MEASUREMENT, REPORTING, & EVALUATION

GGRF awardees have an unprecedented opportunity to equitably tackle the climate crisis and bolster the American economy. To realize the program's full potential and comply with the EPA's reporting requirements, many awardees are finding it crucial to enhance their talent processes and technology so they can effectively measure, report and evaluate outputs and outcomes of their activities. This enhancement is necessary to effectively measure, report, and evaluate the outputs and outcomes of their activities. The Collaborative offers services that specifically fill gaps and address concerns, including:

- Limited familiarity with best practices in impact measurement and management (IMM), like the UN SDG Impact Standards and IRIS+ standards recommended by the Global Impact Investing Network.
- A shortage of adequate staffing to design and operationalize top-tier IMM systems.
- Deep expertise in either measuring climate or community benefits, but not both.
- Insufficient understanding of climate justice and community engagement practices, which are critical for equitable measurement, reporting and evaluation.
- Underdeveloped data management systems, hindering the efficient collection, storage, analysis, and report of impact performance data.
- Limited experience in conducting comprehensive evaluations of environmental, economic, and equity-related impacts, both in the short and long term.

## WHAT WE OFFER

As experienced community lenders, climate justice proponents, and impact measurement and evaluation specialists, we provide targeted services to fortify the IMM and evaluation skills of GGRF recipients. Our goal is to improve the operational capacity of awardees to achieve their goals while strengthening the effectiveness of sub-awardees and projects, thereby contributing to a vibrant, equitable, and sustainable economy.

# OUR SERVICE OFFERINGS

We offer a comprehensive suite of services tailored to enhance your IMM and reporting capabilities. This includes assessments of current systems, development and implementation of customized IMM and reporting tools and processes, technical support, and third-party program evaluations.

## Assessments

We conduct thorough assessments to identify the optimal tools and processes for supporting your project intake, investment decisions, and impact reporting, ensuring compliance with GGRF standards:

- **Intake Assessment:** We review your existing intake tools and processes, applying our frameworks to assess climate justice and refine your project pipeline.
- **Investment Process Assessment:** We audit your investment processes to evaluate equitable underwriting and diligence based on asset and/or business type, offering tailored advice on impact diligence, investment structuring, and goal-setting.
- **Impact Reporting Assessment:** We audit your impact reporting practices to integrate equitable evaluation principles and practices that align with industry standards.

## Development of customized tools & systems

We can develop customized tools and systems to streamline intake, investment decision-making and impact reporting:

- **Toolkits:** Access our toolkits for standardized, climate-related definitions, predictive impact metrics, and vetted reporting tools.
- **Project Classification System:** This system helps categorize projects by theme or focus, highlighting key metrics for effective tracking and measurement against GGRF objectives.
- **Project Intake Forms:** Designed for efficient project reporting, these forms feed into impact rating tools or dashboards for streamlined compliance reporting.
- **Impact Rating Tool:** Foundational for rigorous impact analysis, this tool facilitates gathering and analyzing impact data and offers critical insights into the effectiveness of climate financing efforts.
- **Data Collection Tools:** An assistance tool designed to aid in the data collection process for unconventional climate investments. This tool offers valuable insights for investors seeking alternative avenues in climate financing.

## Deployment

We provide hands-on technical assistance and coaching to help awardees and their partners to implement IMM tools and systems. Our support extends to all facets of climate projects, whether for awardees, sub-awardees, or specific initiatives, with a focus on:

- **Pipeline Risk and Lending Risk:** Specializing in risk assessment for pipeline and lending, particularly in pre-development phases with smaller teams. Our support includes evaluating underwriting, credit policies, and deal vetting.
- **Underwriting Process:** We support lenders in assessing risks, especially climate projects beyond solar and retrofitting. Our team can advise and guide the development of credit policies, standards, and memos to support evaluating new asset classes.
- **Impact Measurement and Management:** We assist organizations in understanding and tracking key metrics. We provide support on measuring impacts such as CO2 reduction, electric costs, job hours, and demographic data. We incorporate the interests and perspectives of stakeholders like the EPA, donors, investors, projects and community members.

## Evaluation

Our third-party evaluations assess the outputs and outcomes supported by GGRF programs, as well as the effectiveness of both financing and technical assistance offerings. Evaluations include qualitative and quantitative methods to assess environmental, social, and economic impacts:

- **Developmental Evaluations:** We offer ongoing evaluations to generate actionable insights to improve operational and programmatic performance.
- **Summative Evaluations:** We conduct in-depth post-program evaluations to comprehensively assess performance, including the perspectives of projects, residents, customers, and community members.
- **Validation and Verification:** We validate the assumptions and methodologies used to track and report on outputs and outcomes, in alignment with EPA reporting requirements.

## OUR COMBINED EXPERTISE

- Climate financing, which includes navigating alternative investments; climate-focused due diligence processes, underwriting criteria, and policies; and deploying capital into natural climate solutions.
- Equity, community-based investment decision-making, and community partnership development.
- Impact analyses, management, and reporting, including developing tools and systems to support impact measurement and management at scale.
- Deep understanding of complex federal programs and requirements, such as New Markets Tax Credits.
- Significant experience in directly investing in communities, including through climate-related investments.
- Established relationships and track record collaborating with Justice40 communities.
- Practical, hands-on expertise and shared understanding of the challenges and opportunities faced by fellow CDFIs and community investors.
- Extensive knowledge of capital stack formation and implications for impact measurement.
- Vast networks, including community partners and leads for projects and investments.

## OUR TEAM



**GRACE EARLE** (she/her)  
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**DANIEL BRETT** (he/him)  
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**NOAH ENELOW** (he/him)  
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**DENISE CHIN** (she/her)  
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**If you are interested in learning more about our services, please contact Grace Earle ([gearle@broadstreetimpact.com](mailto:gearle@broadstreetimpact.com)) or Maia Larson ([mlarson@ecotrust.org](mailto:mlarson@ecotrust.org)).**



Broadstreet Impact Services is an impact financial services company, offering both fund management and fund administration services. We work with innovative investors to fuel social and economic impact throughout the country. We manage or administer 36 multi-asset funds, 92 single-asset entities, and \$2.0 billion of capital—all of which drive equity and opportunity alongside financial performance. Over 20 years, we have developed a client base that values our customizable services platform, fund development experience, impact focus, collaborative partnership approach, and deep engagement with the community investing ecosystem. Join us at [broadstreetimpact.com](https://broadstreetimpact.com)

## Ecotrust

Ecotrust creates and accelerates triple-bottom-line innovations to benefit our region and inspire the world. Our work is rooted in the region from California to Alaska that holds productive lands and determined people. On the farm, at the coast, in the forest, and across our cities, we work in partnership towards an equitable, prosperous, climate-smart future. We recognize the legacy of colonialism and the deep inequities of this place, and we believe that radical, practical change is possible and necessary. Since 1991, we have created durable change and sparked ideas across the globe. Join us at [ecotrust.org](https://ecotrust.org)