

Scope of Work Overview

ICF seeks to engage South Bay Cities Council of Governments (SBCCOG) to provide regional engagement, outreach, and implementation support for the Southern California Regional Energy Network (SoCalREN) Residential Sector. ICF has requested assistance with general program support, program marketing, regional engagement support, education and training, and program motivation.

SBCCOG shall be guided in their work by program documents provided by ICF, as well as ongoing coordination with the designated ICF task leads. ICF will provide all necessary promotional materials, enrollment forms, online content, education and training curriculum, reports on participation levels and progress towards goals, and other documentation necessary to complete tasks. All tasks conducted by the SBCCOG will be within the SBCCOG service territory.

ICF Contract Manager: Paul Kylo

Date Range: August 27, 2020 – December 31, 2020

Total Approved Budget for Work Plan Scope: \$25,000

Work Plan

Task 1: General SoCalREN Program Support

ICF Lead: Paul Kylo, Courtney Owen and Lorelei Penera supporting

SBCCOG Lead: Kim Fuentes with support of Cierra Washington, Chandler Sheilds, and Martha Segovia

Activities:

- Monthly check-ins
- Overall regional partnership strategy collaboration
- Support with building and refining tasks and metrics to track
- Participation in limited ad hoc meetings

Deliverable:

- Monthly invoice (timing TBD based on agreement)

Task 2: Program Marketing

ICF Lead: Courtney Owen, Jessie Mancilla supporting

SBCCOG Lead: Chandler Sheilds, Cierra Washington

Activities:

- Develop and execute ongoing communications strategies to support promotion of the Residential Program
- Coordinate with ICF team to develop customized materials
 - Website updates
 - Email marketing campaigns/newsletter articles
 - Presentation development
 - Social media development and activities
 - Fact sheets and collateral for regional engagement
- Identify and attend regional conferences/events to promote SoCalREN and its programs and drive Residential Program engagement – various SBCCOG members of the team will be attending conferences and events based on topic. SBCCOG team members include Kim Fuentes, Martha Segovia, Chandler Sheilds, and Cierra Washington.

Deliverables:

- Add content about and links to SoCalREN Residential Programs to SBCCOG website
- As content is provided by ICF, post information about SoCalREN Residential Programs monthly on SBCCOG social media accounts

Task 3: Regional Engagement Support

ICF Lead: Courtney Owen and Lorelei Penera

SBCCOG Lead: Kim Fuentes with support from Cierra Washington, Martha Segovia, and Chandler Sheilds

Activities:

- Support strategy development and conduct outreach to SBCCOG regional agencies for the purposes of lead generation for Residential projects or programs
- Attend virtually Residential customer or sector meetings as needed to support Residential sector pipelines
- Support regional outreach of Residential programs including customer recruitment activities

Deliverables:

- Kick-off discussion to discuss goals and identify goal metrics
- Monthly reporting of engagement activities

Task 4: Education and Outreach for Residential Programs

ICF Lead: Lorelei Penera, Courtney Owen supporting

SBCCOG Lead: Cierra Washington with support from Martha Segovia and Chandler Sheilds

Activities:

- Attend virtual ICF program training to obtain knowledge of services and offerings

- Identify potential meetings and events where the Residential team can present in the region served by SBCCOG
- Identify community groups and provide introduction for ICF to give presentations for participation and recruitment

Deliverables:

- Provide weekly e-mail updates to ICF when activity occurs
- Participate in virtual kick-off meeting and monthly check-in call with ICF
- Track contact and outreach to local community organizations and report to ICF
- Track number of events held and attendance and report to ICF – events may be held virtually
- Distribute ICF provided program collateral to local community organizations
- Invite Residential Team staff to present at events in region served by SBCCOG including virtual format

Task 5: Kits for Kids Enrollment Support

ICF Lead: Courtney Owen, Lorelei Penera supporting

SBCCOG Lead: Martha Segovia and Cierra Washington with support from Chandler Shields

Activities:

- Provide information about Kits for Kids to Elementary School (private and/or public) leadership within the SBCCOG service territory
- Enroll eligible Schools to participate in the Program

Deliverables:

- Develop list of eligible Elementary Schools within the area region served by SBCCOG and assist with enrollment
- Track contact and outreach to Schools and report to ICF
- Provide weekly e-mail updates to ICF as activity occurs
- Participate in virtual kick-off meeting and monthly check-in call with ICF