

## **United Way Pre-Apprenticeship Program**

### **SCOPE OF WORK**

The South Bay Workforce Investment Board (SBWIB) received funding under the U.S. Department of Labor's Pathways Out of Poverty Program by Jobs for the Future under a sub-grant from the United Way of Greater Los Angeles. The program is designed to prepare new workforce entrants, unemployed, and underemployed workers for candidacy and entrance into registered apprenticeship programs and/or employment in green building occupations, including jobs in the growing home performance sector. Instruction will be provided by the Century Center for Economic Opportunity (CCEO), located in the unincorporated Los Angeles County area of Lennox, and coordinated with instructional services provided by additional training partners

The South Bay Cities Council of Governments (SBCCOG) through its South Bay Environmental Services Center (SBESC) will work with SBWIB and program partners to identify area employers with job openings. The SBCCOG operates the SBESC in partnership with The Gas Company, Southern California Edison, West Basin Municipal Water District, the Sanitation Districts of Los Angeles County and the Los Angeles County Metropolitan Transportation Authority. The SBESC is the South Bay's local clearinghouse for energy efficiency, water conservation and environmental information providing community outreach, materials and workshops as well as assistance with project implementation. The SBESC helps public agencies including cities, schools and special districts as well as businesses and residents of the South Bay make the best use of the many resources available to them through a wide variety of statewide and local energy efficiency and water conservation programs. In a typical year the SBESC performs integrated marketing and outreach solutions that reach an estimated 500,000 event visitor impressions, an estimated 1,000,000 print media subscribers, an estimated 2,000 quarterly print newsletter recipients and approximately 10,000 monthly email newsletter subscribers.

The SBWIB and SBCCOG/SBESC are partnering to carry out the promotion of this program through the following Scope of Work (SOW). This SOW covers the activities that the SBCCOG will conduct on behalf of SBWIB commencing (TBD) until (TBD). The total Agreement amount will not exceed \$15,000.

#### **Specific SBCCOG/SBESC Tasks**

During the term of this agreement, the SBCCOG/SBESC agrees to conduct the following United Way Program marketing and outreach activities to drive interest from prospective employers to newly-credentialed graduates of the CCEO curriculum with employment as the primary goal:

1. Distribute SBWIB-supplied flyers and/or collateral materials at:
  - SBESC main office
  - SBESC-sponsored and co-sponsored events
  - SBESC-sponsored and co-sponsored workshops
  - SBCCOG/SBESC meeting presentations
  - COG Cities City Hall permitting offices
  - South Bay target industry retailers and wholesalers
2. Distribute marketing material co-branded with Energy Upgrade California brand at program Contractor Orientation Sessions
3. Publish program information and updates as provided by SBWIB on:
  - a. dedicated web page on sbesc.com domain

- b. SBESC social media platform
- 4. Drawing from existing SBESC Database of Contractors and prospective employers:
  - a. targeted online email marketing campaign
  - b. targeted offline direct mail campaign only when email addresses are unavailable
- 5. Serve as call center to provide over the phone program information to interested parties
- 6. Incorporate program information into existing SBESC meeting and presentation schedule
- 7. Distribute SBWIB-supplied press releases to SBESC media distribution list
- 8. Include program information in the COG quarterly newsletter Winter edition