



GBRI LLC

1732 1st Ave, # 20278  
New York, NY 10128

July 6, 2021

Subject: Revised Technical Proposal for The Rhode Island Energy Efficiency and Resources Management Council (EERMC) K-12 Energy Curriculum Training RFP

Dear Ms. Trietch;

Green Building Research Institute (GBRI) is pleased to provide EERMC with this revised technical proposal to provide K-12 Energy Curriculum Training as described under EERMC RFP Number EERMC-2021-03 and based on our teams meeting on June 25th 2021. GBRI is the premier sustainability education provider in the nation with a library of over 250 courses, over 50 expert instructors, and over 19,500 current students worldwide. In addition, through GBRI's Certified Instructor training program, we aim to train hundreds of K-12 Teachers and College Faculty members beginning in the fall of 2021.

#### **A. Overview**

GBRI Understands EERMC's role in Rhode Island's energy efficiency and system reliability programs, and its position in promoting public understanding of energy issues and ways to effectuate energy efficiency, energy conservation, and energy resource diversification.

In accordance with the RFP scope of work, GBRI will utilize the existing energy curriculum "Energy, Climate and You" developed by the National Energy Education Development (NEED) to train K-12 teachers in Rhode Island. It is our understanding that the curriculum was developed in collaboration with EERMC, and that it includes energy justice topics such as energy burden. For the purpose of developing our work plan, we have downloaded and perused the current teacher and student edition of the NEED guides as applicable for primary, elementary and intermediate/secondary level of education, and GBRI will shape the curriculum to include appropriate examples and exercises for each age category.

With our expertise in developing, training and curating educational content for in-person, online live, and online on-demand training, GBRI is well positioned to successfully implement the energy training project for K-12 teachers with EERMC. Upon award of the project, GBRI will collaborate with all stakeholders, including, but not limited to, NEED, EERMC's public education working group, EERMC's Consultant Team, and the Office of Energy Resources (OER) to fulfill this Scope of Work.

As a sustainability education provider, we believe the proposed K-12 training program will not only help create awareness among teachers, students and parents on sustainability and energy efficiency, but also create a more equitable society.

## **B. Work Plan**

GBRI's project management team will develop and implement a life-cycle approach to successfully manage the training project. Starting from refining and revamping the training materials, to implementing and measuring success, GBRI will actively include EERMC stakeholders throughout the project life cycle.

### ***Phase 0: Initiation – Understanding the scope***

GBRI has utilized the RFP documents and current NEED curriculum to understand the scope and prepare this detailed technical proposal and cost proposal that compliments it. Main deliverables under Phase 1 include the technical proposal, a cost proposal, and a preliminary schedule.

### ***Phase 1: Planning and refining scope as needed.***

Upon award of the project, the GBRI Project Manager will share a refined schedule, marketing strategy, and protocol for progress updates and reporting Key Performance Indicators (KPI). Simultaneously, the GBRI education team will analyze the existing NEED energy curriculum, identify gaps, if any, and include our recommendations along with an outline and draft agenda for hands-on training materials including "train the trainers" modules for EERMC stakeholder approval. GBRI's curriculum will include tracks for the three different age categories covered by the NEED curriculum. Once approved, GBRI will utilize the outline and agenda to develop draft PowerPoint slides. Draft PowerPoint files will be circulated to stakeholders for further refinements before GBRI designs the final PowerPoint deck.

### ***Frequency, format, and timing of trainings***

GBRI proposes hosting three (3) half-day in-person training sessions in Rhode Island and two (2) half-day online/remote live training sessions, timed to coordinate with the already-scheduled National Grid NEED training sessions. In addition to the in-person and virtual live trainings, GBRI will develop the course content in an on-demand, self-paced video format. Teachers would be able to utilize the on-demand courses if they cannot attend either the in-person or live virtual sessions; or teachers could use the on-demand courses to review the course material. Teachers would have access to the on-demand content via GBRI's online portal through June 2022. The on-demand self-paced courses can also be utilized by teachers who are unable to attend the

training classes in person or online during the contract period. GBRI strongly believes on-demand access will tremendously enhance teacher participation.

### ***Marketing and outreach strategy***

Listed under attachment B is a rough outline of the GBRI marketing strategy, which will be refined by the end of Phase 1. GBRI proposes utilizing the month of July 2021 for active marketing.

1. Create Event Pages on GBRI's website, Facebook, and Eventbrite.
2. Create event flyers and marketing materials.
3. Utilize marketing materials to market energy training to specifically target K-12 teachers in Rhode Island on social media platforms.
4. Share progress metrics with stakeholders.
5. Host a free webinar in August 2021 to promote the training events and enhance participation.

### ***Proposed Timeline (schedule)***

Reflected in Attachment B is a rough timeline, which includes time for stakeholder review of training content, agenda, and marketing materials. This rough outline will be refined to develop a detailed schedule by the end of Phase 1.

Main deliverables under Phase 1, developed on a consensus basis, will include a refined project schedule, marketing and outreach plan, and training materials.

### ***Phase 2: Training***

In this phase, the GBRI Training team will utilize the newly prepared materials to deliver in-person classroom training in Rhode Island. GBRI will also procure necessary materials from the NEED Kit for classroom demonstration. In addition to the core curriculum, GBRI training will include online live and on-demand modules specifically to "train the trainers" to effectively deliver content to their respective audience.

As mentioned under phase 1, GBRI proposes hosting three (3) half-day in-person training in Rhode Island spread across 5 months and two (5) half-day online/remote training spread across 5 months, from August 2021 through December 2021. Teachers who are unable to attend the training classes in person or online during the contract period will have access to self-paced courses on GBRI's on-demand portal through June 2022.

In addition to the energy curriculum developed under this RFP, teachers will be granted access to existing GBRI sustainability courses until June 2022. This would allow interested teachers to expand their sustainability horizons beyond energy courses and earn GBRI certified

sustainability teacher designation. Upon approval from EERMC stakeholders, this element could be included in the marketing program to attract K-12 teachers to enroll for the training.

Main deliverables under Phase 2 include three (3) half-day in-person training in Rhode Island, two (2) half-day online/remote training and self-paced courses on GBRI's on-demand portal.

### ***Phase 3: Monitoring***

Throughout all of the other phases, on a monthly basis, GBRI will share key performance indicator (KPI) metrics as it relates to marketing, course intake, online course usage, etc. with EERMC stakeholders. These metrics will allow GBRI and EERMC stakeholders to measure training and marketing progress, view user feedback on training, and gather course completion data.

The GBRI web development team will also set up an online teachers' Community of Practice (COP) on GBRI's platform. This will enable K-12 teachers to join a network of change makers, interact among like-minded individuals, and share ideas and lessons learned.

Phase 3 deliverables are the development of the online teacher COP and monthly progress reports with KPI metrics as it relates to marketing, course intake, online course usage, etc.

### ***Phase 4: Closing***

GBRI will celebrate success by hosting an online graduation event in December 2021 or January 2022 for all teachers who complete training in person, online or on demand before a date jointly decided by GBRI and EERMC. GBRI will share lessons learned with EERMC stakeholders and distribute certificates and e-badges to successful teachers.

Main deliverables under Phase 4 include lessons a learned document, an online graduation ceremony, distribution of certificates and e-badges.

## **C. Company Profile**

Incorporated in 2010, GBRI is a sustainability education provider approved by the United States Green Building Council (USGBC) and the American Institute of Architects (AIA). GBRI's instructor network consists of seasoned industry professionals that span the globe. A list of GBRI's instructors, course contributors and narrators is located at <https://www.gbrionline.org/gbri-instructors/>.

Leveraging industry and academic partnerships, GBRI conducts sustainability research and analysis and develops, delivers, and hosts sustainability educational courses in multiple formats, including print, digital flipbooks, and audio-visual courses. GBRI Course materials can also be accessed on desktops, laptops and mobile devices.

With hundreds of sustainability courses covering the topics of energy, water, climate change, Leadership in Energy and Environmental Design (LEED), net zero (energy consumption)

buildings, green schools, energy modeling, day lighting, Building Information Modeling (BIM), health, and wellness, the learning hub at GBRI provides sustainability education which is affordable and accessible to everyone around the world. In addition, GBRI provides exam preparation for several green credentials such as LEED Green Associate, LEED AP for Building Design and Construction (BD+C), LEED AP Operations and Maintenance (O+M), and WELL AP. Since November 2020, GBRI has offered more than 3000 full scholarships for green credentialing exam preparations as our way of supporting individuals in the green building industry during the COVID-19 pandemic.

#### **D. Relevant Experience**

As a USGBC Education Partner and an AIA Education Provider, we currently have more than 18,000 active students and have trained more than 100,000 green building professionals and students from around the world since 2010. In collaboration with our certified instructors and local partners, GBRI has implemented several in-person sustainability training classes in many U.S states and international cities such as Texas, California, New Hampshire, New York, Dubai (UAE), Doha (Qatar), New Delhi (India), Chennai (India), and Kochi (India).

GBRI is also a proud partner of the United Nations on its 2030 Agenda, for which we create free courses and social demonstration projects related to the 17 sustainable development goals identified as part of the 2030 Agenda.

#### **E. Examples of Prior Work**

Learning hub at GBRI is a community-based Learning Management System (LMS) and home to more than 250 sustainability courses. Our LMS is capable of hosting thousands of students, storing certificates, issuing badges, and hosting community-based discussion groups and communities of practice for continued learner engagement. At present, we have 20,000 students on our platform. All of the courses currently hosted on our platform are available at <https://www.gbrionline.org/learning-hub-2/>.

In order to provide a few examples, we have created a demonstration account for your perusal with access to the course materials identified below. GBRI online courses can be viewed on desktop and laptop computers (chrome browser recommended), tablets, and mobile devices.

User credentials for the demo account is provided below:

*URL- <https://www.gbrionline.org>*

*Username: EERMC*

*Password: EERMC@GBRI2021*

1. **Example # 1 - The Frick Environmental Center-A Case Study.** This is an example of an on-demand audio-visual course. The Frick Environmental Center is a living learning center for experiential environmental education. The center is LEED Platinum and Living Building certified, municipally owned, and has free admission.
2. **Example #2 – 1-Minute Course Preview of a Case Study about Walt Disney’s Sustainability Initiatives.** This is an example of marketing material for an on-demand audio-visual course. <https://youtu.be/ScOSzJAAQYY>.
3. **Example# 3 - How LEED, AIA and LBC are Changing the Built Environment to Protect Biodiversity.** This is an example of a digital flipbook that educates users on biodiversity and how it is incredibly important for maintaining the balance in our ecosystems.
4. **Example #4 – The HVAC Factor: COVID-19; Protecting Indoor Spaces From COVID-19.** This is an example of a recording from a live webinar with 1000 participants. The course was originally offered in Nov 2020 and looks at some HVAC operation strategies that help mitigate the transmission of respiratory infections such as COVID-19.
5. **Example #5 – LEED Green Associate Exam Prep.** This is an example of a two-day training module with study guides, practice quizzes, flash cards, and simulated mock exams.

#### **F. Reference Contact Information**

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#### **G. Staff**

1. Michael Kaleda, Executive Director
2. Lonnie Coplen, Program Manager
3. Jeslin Varghese, Project Manager, Content Developer and Reviewer
4. Sean O’Brien, Content Developer, Reviewer and Trainer
5. Paulina Marinkovic, Content Developer, Reviewer and Trainer

6. Katherine Copp Brown, Reviewer and Trainer
7. Mina Agarabi, Reviewer and Trainer
8. Marissa Prizio, Research and Content Developer
9. Dr. Sreelekshmi S, Reviewer, Social Media Marketer, Marketing Lead
10. Felicia Fuller, Operations Management and Compliance
11. Nandini Sharma, Search Engine Optimization, Social Media Marketer
12. Shafeeq Salman, LMS Management, Web development, Social Media Marketer
13. Samy Sabh, Marketing Associate
14. Angela Ma, Administration and Document Control
15. Helen Cary, Administration and Document Control
16. Chelsea Vo, Voiceover Artist
17. Sally Beth, Voiceover Artist

## **H. Staff Responsibilities**

### **Leadership**

- Michael Kaleda, Executive Director - will provide overall leadership, executive management, capacity building and networking. His role will be to ensure that all aspects of the project are realized, build new relationships and partnerships when gaps are identified, and guide the long-term vision of GBRI and EERMC.
- Lonnie Coplen, Program Manager - will provide overall leadership and strategic visioning for the program. She has built strong industry partnerships in the public, private, and non-profit sectors in transportation, environmental energy, industrial, residential, and commercial practice areas. She will play a key role in building new and maintaining existing relationships with employers to support the direct job pipelines for trainees in the internship and job placement components.
- Jeslin Varghese, Project Manager - will oversee the project throughout the life cycle. Jeslin will offer leadership and support, program coordination with stakeholders, trainers, development, marketing and outreach, and manage the general functionality of the project. Jeslin will also serve as the training development manager.

### **Training**

- Sean O'Brien, Instructor and Trainer - will serve as the lead trainer. Sean has taught several training courses with GBRI in NY and Doha, Qatar for energy efficiency. Sean is also been a teaching assistant for architectural design and theory at the University of Kentucky, College of Design and has been a visiting lecturer and Architecture Critic for Cornell University, School of Architecture, Art and Planning. He will coordinate all training, provide curriculum development, onboard new trainees, teach "train the trainers" module for other trainers, monitor NEED demonstration equipment and support the overall skills building of trainees.
- Paulina Marinkovic, Content Developer, Reviewer and Trainer – will lead the development of training materials for the project. Paulina has taught energy

efficiency courses with GBRI especially on district steam energy. Paulina has a degree on Environmental Management and Global Climate Change from Harvard University, volunteers with the USGBC for their Green Apple event and provides advisory on water crises and management to a non-for-profit group: Women and Water Crises in Latin America.

- Katharine Copp Brown, Instructor – will be one of 4 trainers to train Rhode Island K-12 teachers using the materials we developed under phase 2. Katherine is an Assistant Professor Green Building Technology at Suny Rockland Community College and has been a certified GPRO instructor since 2013.
- Mina Agarabi, Reviewer and Trainer – will review course materials, provide expert advice and suggestions as it relates to energy. Mina is a Professional Engineer (PE), a Certified Energy Manager (CEM) and has been active in teaching, reviewing and developing energy related content for CUNY Building Operations Training, performing energy audits and executing energy efficiency projects in NYC.
- Marissa Prizio, Research and Content Developer will analyze current NEED curriculum, and perform research related to the project to develop content in PowerPoint. An avid animal lover, Marissa has developed several sustainability courses with GBRI and is passionate about teaching and the environment.
- Chelsea Vo, Voiceover Artist – will record the courses for on-demand access. Chelsea has recorded several sustainability courses for GBRI.
- Sally Beth, Voiceover Artist – will record the courses for on-demand access. Sally has recorded several sustainability courses for GBRI.

## **Marketing**

- Dr. Sreelekshmi S, Reviewer, Social Media Marketer, Marketing Lead – will review course content and offer pedagogical suggestions to improve course delivery. In addition, Lekshmi will lead the marketing team, set up social media campaigns on LinkedIn, Facebook, Instagram and GBRI website.
- Felicia Fuller, Operations Management and Compliance - will support the development and personalization of the virtual learning management system to facilitate the virtual components and additional tutorials for EERMC program. Additionally, Felicia will provide email marketing support using Zoho campaigns and Mailchimp to promote free webinars to promote the energy training events. Felicia will also work with AIA to get the training courses approved for Continuing Education.
- Nandini Sharma, Search Engine Optimization, Social Media Marketer – will provide support in optimizing new web pages related to energy training for K-12 teachers for enhanced visibility on search engine networks including Google, Bing, Yahoo, etc. Nandini has been working with GBRI on SEO and digital marketing since 2014.
- Shafeeq Salman, LMS Management, Web development, Social Media Marketer- will create secured community of practice (COP) groups on GBRI platform for Rhode Island teachers. In addition, Shafeeq will create on-demand accounts for all teachers participating in the training program. Shafeeq is GBRI web developer and LMS



manager since 2012.

- Samy Sabh, Marketing Associate will assist and provide support for marketing team in creating training event pages on Facebook, Eventbrite and related websites for visibility and outreach. In addition, Samy will assist Lekshmi and Felicia to run Facebook and Google advertisement campaigns.
- Angela Ma, Administration and Document Control – will assist and provide support for project administration and document control. Areas where Angela will offer support include communication coordination, setting up email access, meeting invites, online calendars, etc.
- Helen Cary, Administration and Document Control – will assist and provide support for project administration and document control. Areas where Helen will offer support include making even appointments in Rhode Island, set up event space, coordinate online account access for teachers, communication coordination, setting up email access, meeting invites, online calendars, etc.

Attachment C lists GBRI Project Responsibility Matrix organized project phase, area of concentration and project tasks.

**I. Staff Experience**

Attachment D lists an organizational chart showing roles. Attachment E lists resumes of all team members.

**J. Conflicts of Interests**

None

**K. Litigation**

None

**L. Investigation**

None

Sincerely,

**Jeslin Varghese**  
**Director and Co-Founder, GBRI**