



June 1, 2022

Steven Chybowski

Rhode Island Office of Energy Resources

One Capitol Hill, 4th floor

Providence, RI 02908

Subject: Technical Proposal for The Rhode Island Energy Efficiency and Resources Management Council (EERMC) 2022 Public Education Events & Outreach RFP

Dear Mr. Chybowski,

Green Building Research Institute (GBRI) is pleased to provide EERMC with this technical proposal to provide Public Education Events & Outreach as described under EERMC RFP Number EERMC-2022-02. GBRI is the premier sustainability education provider in the nation with a library of over 400 courses, over 50 expert instructors, and over 23,000 current students worldwide.

#### **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 support the EERMC to plan, coordinate, facilitate, and market a Public Forum and a three-lecture Energy Lecture Series. In addition, GBRI will coordinate with the EERMC to promote the Public Forum and Energy Lecture Series events.

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 plan, coordinate, and promote the Energy Lecture Series and host a Public Forum in 2022. In addition, GBRI has successfully created Energy Efficiency Training for K-12 Teachers in Rhode Island and hosted 3 associated training events online live and online on-demand. GBRI Director of Community Outreach & Engagement, Peter G. Martin, visited 15 School Districts in Rhode Island the week of May 2nd, 2022, and made connections to schedule and deliver three in-person training in the state of Rhode Island in July and August of 2022. GBRI will utilize the current relations built in Rhode Island to collaborate with all stakeholders, including, but not limited to, EERMC, the EERMC's consultant team, and the Office of Energy Resources (OER) to fulfill this Scope of Work.

## **B. Work Plan**

GBRI's work plan is largely guided by the lessons learned from our current K-12 Energy Curriculum Training, namely;

1. Relationship with EERMC stakeholders
2. Expertise from creating the Energy Curriculum in new Audio-Visual format
3. Outreach to 15 School Districts and K-12 Teachers

GBRI's project management team will build upon the lessons learned from our current K-12 Energy Curriculum Training and utilize the information available from the 2019 public education events that were held to analyze the agendas, presentations, and pictures from 2019 lectures to devise and implement a life-cycle approach to successfully manage the Public Education & Outreach Event.

GBRI will actively engage EERMC stakeholders throughout the project life cycle by participating in the monthly virtual EERMC Education Group meetings for event brainstorming and planning.

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

GBRI has utilized the RFP documents, and the agendas, presentations, and pictures of previous virtual Energy Lectures funded by the EERMC 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 agenda with possible themes/topics for each event.

### ***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 evaluate materials and education sessions from previous public forums and include our recommendations along with an outline, relevant topics for 2022, and a draft agenda for EERMC stakeholder approval. The Keynote speaker from EERMC's 2019 Energy Forum, Carolyn Sarno, was a moderator at GBRI's online webinar that was hosted in partnership with Collaborative of High Performance Schools (CHPS) in 2022. In addition to Ms. Sarno, GBRI has access to a diverse array of speakers in terms of race, gender, age, professional roles, experience, and expertise. GBRI will utilize our library of energy efficiency courses, case studies, and network of subject matter experts to propose a potential list of topics and speakers. Once approved by the EERMC and OER, GBRI will engage with the speakers to create a refined outline for the education events.

### ***Frequency, Format, and Timing of Events***

As required in the RFP, GBRI proposes planning and conducting one public forum and an Energy Lecture Series with a minimum of three lectures under it. Considering the past EERMC forums and Energy Lecture Series, GBRI proposes a duration of 2 hours each for the Public Forum as well as for each of the Energy Lecture topics. GBRI will also get the public forum and the lecture series

approved by the American Institute of Architects (AIA) for Continuing Education (CE) credits. Not only will this enhance the value of the event but also attract more professionals in Rhode Island through the AIA network seeking continuing education credits.

In addition to the in-person forum, and lecture series, GBRI is well positioned to conduct the event entirely online should there be any COVID-19 restrictions that might impact in-person event planning and execution. In addition, GBRI will also provide access to the course content in an on-demand, self-paced video format. Providing online on-demand access will address any possible COVID-19 restrictions that might impact event planning and execution. In addition, stakeholders would be able to utilize the on-demand content if they are unable to attend either the in-person or live virtual sessions; and they could use the on-demand content to re-telecast to other stakeholder including but not limited to building professionals, teachers and students interested to engage in the interdisciplinary issues related to energy efficiency and climate change, and how they impact Rhode Islanders. GBRI strongly believes on-demand access will tremendously enhance participation.

### ***Marketing and Outreach Strategy***

GBRI will utilize the current engagement with stakeholders in Rhode Island under the leadership of our Director of Community Outreach & Engagement, Peter G. Martin, to optimize and ensure robust attendance for the public forum, and the Energy Lecture Series. GBRI's creative marketing team will design eye-catching event registration pages, marketing materials including flyers, posters, and short reels to market the forum, and Energy Lecture Series specifically to target Rhode Islanders. In addition, GBRI will publish a Press Release (PR) to extend the marketing outreach online and to enhance search engine visibility, such as Google and Bing.

GBRI proposes planning and executing a 3-pronged marketing and outreach strategy that include:

1. Traditional marketing by sending snail mails to potential stakeholders
2. Online marketing using email marketing and digital advertising
3. Social media marketing

GBRI has a strong social media presence on platforms such as Facebook, Instagram and LinkedIn. GBRI marketing team will create Event Pages on GBRI's website, Facebook, LinkedIn and Eventbrite. In addition, GBRI will share progress metrics with stakeholders.

### ***Proposed Timeline (Schedule)***

Based on historical data, GBRI encourages EERMC to host the public forum and the Energy Lecture Series in the month of October. Reflected in Attachment B is a rough timeline, which includes time for stakeholder review of refine forum theme, lecture series topics, 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 theme for the forum, topics for Energy Lecture Series and agenda, project schedule, speaker

identification, recruitment, marketing and outreach plan and coordination for the Public Forum and Energy Lecture Series.

### ***Phase 2: Implementation (Public Forum and Energy Lecture Series)***

As mentioned under phase 1, GBRI proposes planning and conducting one public forum and an Energy Lecture Series with a minimum of three lectures under it. In addition to the in-person and virtual live trainings, GBRI will provide access to the course content in an on-demand, self-paced video format. Stakeholders would be able to utilize the on-demand content if they are unable to attend either the in-person or live virtual sessions.

### ***Forum Theme and Topics for Energy Lecture Series***

Considering the complications surrounding energy production and climate change, we propose a theme surrounding climate change. Following are our recommendations for the public forum and Energy Lecture series:

*Public Forum – Climate Change and You: Is it End Game Now?*

#### **Energy Lecture Series:**

*Topic 1 – Zero Energy, Zero Carbon & Electrification in K-12 Schools: Is it Possible?*

*Topic 2 – Demystifying Decarbonization for Existing Buildings in Rhode Island*

*Topic 3 – Energy Efficiency in Homes: A Practical Approach*

While the forum offers a broader platform to address Climate Change as it relates to energy, healthcare, buildings, climate justice, and bio-diversity, The Energy Series will be focused on energy as it relates to schools, existing commercial buildings and homes thus addressing the majority of the Rhode Islanders.

GBRI will leverage its partnerships with various organizations including the United States Green Building Council (USGBC), American Institute of Architects (AIA), and Collaborative of High Performance Schools (CHPS) to further refine these topics, identify speakers from diverse background who represent local, regional and national perspectives on the topics identified above.

### ***Continuing Education, Certificates, Gamification and Socially shareable Badges***

GBRI will also get the public forum, and the lecture series (live and on-demand sessions) approved by the American Institute of Architects (AIA) for Continuing Education (CE) credits. Not only will this enhance the value of the event but also attract more professionals in Rhode Island through the AIA network seeking continuing education credits. GBRI's creative team will design eye-catching badges and host the sessions on GBRI's gamified Learning Management System and award socially-shareable certificates and energy badges for all attendees and participants. Gamification, and the awarding of badges, will tremendously enhance participation beyond the live in-person events.

In addition to the Energy Lecture series developed under this RFP, RI stakeholders will be granted access to GBRI Climate Ambassador Program valued at \$149 per person until December 2023. This would allow interested professionals and students to expand their sustainability horizons and earn GBRI certified climate change ambassador program. Upon approval from EERMC stakeholders, this element could be included in the marketing program to Rhode Islanders to register for the event.

Main deliverables under Phase 2 include delivery of one Public Forum and three (3) Energy Lectures as part of the Energy Lecture Series in Rhode Island, and access to self-paced recording of the forum, and energy series on GBRI's on-demand portal, awarding certificates and socially shareable badges to successful participants.

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

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

The GBRI web development team will also develop a public gamified forum or a Community of Practice (COP) on GBRI's platform. This will enable Rhode Islanders to join a network of change makers, interact among like-minded individuals, and share ideas and lessons learned.

Phase 3 deliverables are the monthly progress reports with KPI metrics as it relates to marketing, course intake, online course usage, etc. Monthly updates will be shared either in writing or via monthly check-in meetings with the EERMC's education group.

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

GBRI will share lessons learned with EERMC stakeholders along with delivering a Year-end public presentation to the EERMC on the outcomes of the public events and outreach efforts.

Main deliverables under Phase 4 include a "lessons learned" document and a public presentation to EERMC on the outcomes of the public events and outreach efforts.

## **C. Company Profile**

Incorporated in 2010, GBRI is a **minority-owned** sustainability education provider approved by the United States Green Building Council (USGBC) and the American Institute of Architects (AIA). GBRI's instructor network and speakers consists of seasoned industry professionals that span the globe. A list of GBRI's instructors, course contributors, speakers 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 4000 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 23,000 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 events and 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), Bangalore (India), and Kochi (India).

In 2022, GBRI unveiled its Climate Change Ambassador program through a public gamified forum event with a panel of 7+ speakers. The event was attended by more than 300 participants from around the world.

GBRI is also a proud partner of the United Nations on its 2030 Agenda for Sustainable Development, 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 400 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 more than 23,000 students on our platform. All of the courses currently hosted on our platform are available at <https://www.gbrionline.org/learning-hub>.

In order to provide a few examples, we have created a demonstration account for your perusal with access to the course materials, promotional videos, event pages, and creative graphics

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 – Energy Training Series Developed for K-12 Teachers in Rhode Island. GBRI EERMC K-12 Energy Training.** This is an example of an on-demand audio-visual course developed as part of GBRI’s current commitment to provide energy training for K-12 teachers in Rhode Island. <https://www.gbrionline.org/courses/a-teachers-guide-to-energy/>
2. **Example #2 - GBRI Climate Change Forum – Event Registration Page –** <https://www.gbrionline.org/climate-change-and-you-is-it-end-game-now/>
3. **Example #3 - GBRI Climate Change Badges and Different Levels – Creative Graphics –** <https://www.dropbox.com/sh/ee4oaxp4eggkvw/AAAPCic2IWbbQxEVbMLZkF0Xa?dl=0>
4. **Example #4 – 2-Minute GBRI Climate Change Video.** This is an example of marketing video we created for our Climate Change Program. <https://youtu.be/V1BfjKQDvB4>
5. **Example #5 – Short Energy Videos.** This is an example of short educational videos created to complement GBRI’s K-12 Energy Training. <https://www.gbrionline.org/courses/a-teachers-guide-to-energy/lessons/student-videos/>
6. **Example #6 – 2 Minute Mobile video footage from the 64<sup>th</sup> Annual National Association of Students in Architecture (NASA) Convention held in June 2022, where GBRI unveiled its Climate Change Ambassador Program.** [https://youtu.be/YD9ufx\\_a2Xk](https://youtu.be/YD9ufx_a2Xk)
7. **Example# 7 – GBRI Climate Change and You –** This is an example of a recording from a live gamified online public forum/webinar with 300 participants
8. **Example #8 – 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. <https://www.gbrionline.org/courses/the-hvac-factor-protecting-indoor-spaces-from-covid-19/>
9. **Example# 9 – ROOTs Energy Efficiency Strategies for Home Owners** This is an example of a digital flipbook that educates home owners on various energy efficiency strategies,

pros and cons, cost estimates and implementation strategies.

<https://www.gbrionline.org/courses/the-roots-of-a-greener-home/>

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

1. Lynn Sullivan, M.S., LEED Green Associate  
Continuing Lecturer  
Department of Environmental Engineering  
University of California Merced  
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2. Prof. Ira Pierce, PE  
Cooper Union College of Engineering  
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Phone: 917 838-1083

#### **G. Staff**

1. Michael Kaleda, PE, LEED AP, GBRI Climate Change Ambassador
2. Peter G. Martin, Director of Community Outreach
3. Jeslin Varghese, USGBC Faculty, WELL Faculty, LEED AP, WELL AP, GBRI Climate Change Champion
4. Sean O'Brien, AIA, LEED AP BD+C
5. Paulina Marinkovic, LEED AP O+M
6. Mina Agarabi, PE, LEED AP O+M
7. Marissa Prizio, Research and Content Developer
8. Dr. Sreelekshmi S, Reviewer, Social Media Marketer, Marketing Lead
9. Felicia Fuller, LEED Green Associate, GBRI Climate Change Champion
10. Simran Mishra, Social Media Marketer, GBRI Climate Change Champion
11. Shafeeq Salman, LMS Management, Web development, GBRI Climate Change Champion
12. Syllet, 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.
- Jeslin Varghese, Project Manager - will oversee the project throughout the life cycle. Jeslin will offer leadership and support, program coordination with stakeholders,

speakers, moderators, marketing and outreach, and manage the general functionality of the project. Jeslin will also serve as the training development manager for on-demand content and serve one of the moderators for the energy lecture series.

### **Education and Training**

- Sean O'Brien, Potential Speaker and Moderator - will serve as the lead speaker evaluator and a potential speaker. Sean has taught several training courses with GBRI in NY and Doha, Qatar for energy efficiency. Sean is also 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.
- Paulina Marinkovic, Potential Speaker, Reviewer and Trainer – will serve as the lead speaker evaluator and a potential speaker. Paulina will also lead the development of training materials for the project as needed. 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.
- Mina Agarabi, Potential Speaker, and Reviewer – will review course materials, provide expert advice and suggestions as it relates to energy before they are submitted for approval by AIA for CE credits. 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.

### **Marketing & Outreach**

- Peter G. Martin, Director of Community Outreach – will lead all outreach and marketing efforts related to promoting the Public Forum and a three-lecture Energy Lecture Series in Rhode Island. Pete will foster the relationships already built with the 15 School Districts in Rhode Island, The Rhode Island Environmental Education Association (RIEEA) and continue to collaborate with potential organizations.
- 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 public forum and Energy lecture series. 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 public forum and Energy lecture series approved for Continuing Education.

- Simran Mishra, 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.
- Shafeeq Salman, LMS Management, Web development, Social Media Marketer- will create secured community of practice (COP) groups on GBRI platform for Rhode Island teachers, professionals and homeowners. 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.

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

With our expertise in developing, training and curating educational content for in-person, online live, and online on-demand training, and our current presence and successful outreach to Rhode Island's School Districts, GBRI is committed to fulfill our responsibilities under the current K-12 Energy Curriculum training in Rhode Island and well positioned to successfully plan, coordinate, and promote the Energy Lecture Series and host a Public Forum in 2022.

As a sustainability education provider, we believe the proposed Public Education Events will promote public understanding and engage stakeholders around the complex, interdisciplinary issues related to energy efficiency and climate change, and how they impact Rhode Islanders today.

Sincerely,



**Jeslin Varghese, President GBRI**