

Green Jobs – Green New York Outreach and Marketing Program Status

GJGNY Advisory Group Meeting
December 9, 2010

Three Outreach and Marketing Program Components

1. GJGNY Outreach
2. GJGNY Training and Implementation Contractor
3. GJGNY Marketing

GJGNY Outreach Program

- CBO effort to facilitate awareness of and enrollment in the energy efficiency services and workforce development programs
- Solicitation released in Mid-November
- CBO Eligibility Requirement – pre-approval process
 - Only 2 pre-approvals received as of December 6, 2010
- Pre-bid Conference held on December 3, 2010
 - Over 90 participants on the call
 - Variety of questions posted prior to webinar
 - Currently fielding additional questions
- Proposals due on January 12, 2011

Training and Implementation Contractor (TIC)

- TIC will support the effective roll-out and ongoing efficiency of GJGNY CBO Outreach activities including:
 - Structured training for the CBO organizations
 - Geographic coordination and support of CBO Outreach
 - Facilitate communication between CBOs and NYSERDA
 - Assessment and fulfillment of CBO needs
- Solicitation released on August 20, 2010
- Proposals received on October 6, 2010
- Currently developing Statement of Work
- Deployed in early January 2011

GJGNY Marketing Program

- Solicitation released on September 15 to the list of NYSERDA full service marketing contractors prequalified through RFP 1284.
- Four proposals received on October 12, 2010
- Brand I Cool was selected as Marketing Contractor. Will immediately begin research to inform the Strategic Marketing Plan.
- In the interim, staff is using internal resources to develop the GJGNY web pages and various materials to promote the financing and audit components.