

Nevada Retrofit Initiative Scope of Work

City of Las Vegas

The City of Las Vegas will contract with an Outreach Coordinator, through an open, inclusive RFP process, to provide region-wide awareness of the Nevada Retrofit Initiative (NRI) by creating a media program and targeted outreach in coordination with program partners. The Nevada State Office of Energy will provide a subaward of \$500,000 to the City of Las Vegas to assist with the deployment of the consumer media and marketing component of the Nevada Retrofit Initiative (NRI) and to assist local non-profits to establish standards and program implementation guidelines, and develop program resources. Of the total amount of the subaward, \$34,000 will be used for personnel costs to implement the neighborhood outreach and program enrollment components and \$466,000 in contractual for regional and neighborhood marketing activities over the course of the grant period.

The City of Las Vegas subaward will be used for direct neighborhood outreach, canvassing, and program enrollment, while working with NRI program partners and HomeFree Nevada and its program partners. Program partners will perform coordinated outreach to the target neighborhoods by coordinating neighborhood and district level canvassing, training, day-to-day management, and work closely with liaisons in local jurisdictions. The Outreach Coordinator will work with the City, NRI partners, and HomeFree Nevada will target selected neighborhood Homeowners Associations, and other community organizations to increase buy-in from targeted homeowners. Program partners will utilize training and data tools provided to mobilize volunteers to effectively canvass target neighborhoods. Initial outreach will be funded from a marketing collateral materials supply budget to build neighborhood interest and awareness and are estimated to cost \$1,000 per neighborhood. Outreach activities will include providing information on project parameters, program requirements, and costs and benefits of energy audits and retrofits.

Open house events will be publicized and hosted by Program Partners to learn about NRI. Interested residents will have an opportunity to sign up for the program at the open house event. Each event is estimated to cost approximately \$3,000, with approximately 80% of neighborhood marketing and canvassing activities occurring in Southern Nevada and 20% in Northern Nevada.

The Outreach Coordinator will also develop a mixed media outreach campaign that provides information to the general public on the benefits of energy audits and retrofits that accomplishes the goals of NRI. The City will work with partnered member organizations to message targeted sectors of the community. The total employment and membership of those organizations represent a large cross section of Nevada. The Outreach Coordinator will provide program materials and resources to participating organizations to message their employees and members. Information will also be provided on the benefits of NRI, how to sign up, and locations of the generally targeted neighborhoods.