

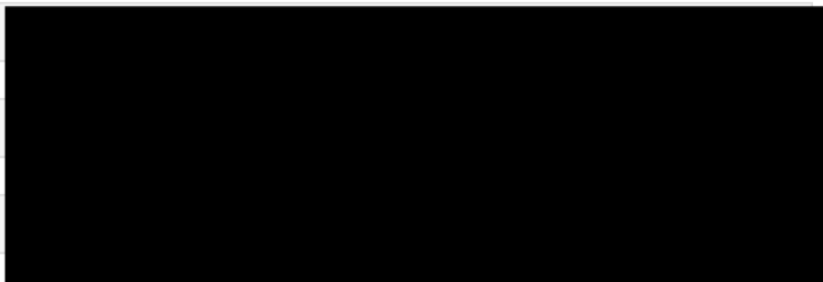
From: Jamie Wine <jamie@greenbuilt.org>
Subject: Re: GBA/BHPCC check in tomorrow 3/9
To: Kiera Bulan <kbulan@ashevillenc.gov>
Cc: Jamie Wine <jamie@bluehorizonsproject.com>; Summer Winkler <summer@bluehorizonsproject.com>; Jackie Hamstead <Jackie.Hamstead@buncombecounty.org>; Sam Ruark-Eastes <sam@greenbuilt.org>; Bridget Herring <bherring@ashevillenc.gov>; Kelvin Bonilla <kelvin@greenbuilt.org>
Sent: March 9, 2023 12:16 PM (UTC-05:00)
Attached: FY23 Program changes - proposal Q3.pdf

Hi Kiera,

Branding/naming has been eliminated as a requested change. Ben Stockdale is still pursuing this effort, and has a proposal for the next board meeting. I have informed him it cannot be staff-led and he'll need to pursue that with his fellow Council Members if he wants to go that route.

As we've continued through Q3, we believe we CAN meet all contract goals. However, we have a few changes we would like to make to do a better job of reaching the community, focus resources on the most effective strategies, and adding the expertise of new BHP Community Council Members.

Here are the documents where the changes are requested:



Please see the proposed changes attached. Let's chat about them at 4pm!

Thanks,
Jamie

[3-FY23 Scope of Work \(GBA\)...](#)

[GBA FY23 Invoice document...](#)

On Wed, Mar 8, 2023 at 5:14 PM Kiera Bulan <kbulan@ashevillenc.gov> wrote:

Hi all,

Looking forward to reconnecting [Community Engagement Str...](#)

I wanted to check in to see if you've had time to document the pivots and deliverable shifts we discussed in our last conversation?

I have my notes from our conversation and our email exchange prior to the meeting, but I have a note that a more clear and detailed pivot request and justification/description along with updated deliverables was forthcoming. Just want to reiterate that all shifts must be requested in writing and approved in writing before anything can be invoiced on, so it would be best to get that taken care of this month in preparation for the Q3 invoice next month.

If there are additional questions/clarifications on the shifts we can discuss in our meeting tomorrow. Otherwise I'll just look forward to a general update on activities and contract progress and expect a documented request about the deliverables soon.

Many thanks,
Kiera

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GBA Contract Change Requests, FY 23

Green Built Alliance staff propose the following changes to the contract with the City and County for this FY contract.

Financial change requests

Move \$1,312.50 out of the Home Energy Chats (35 chats)

Line 5 "Community Engagement Budget" tab
\$2,625 total, half each to City and County

Move \$600 out of the event budget (2 events)

Line 2 "Community Engagement Budget" tab
\$1,200 total, half each to City and County

Move the amounts above (\$3,825) into "Client Recruitment" for ESN weatherization

We are struggling to book enough homes, this happens when the weather gets nice each year. Plus, during COVID, partner agencies changed their practices and recruiting from those pools has become much less productive. This could be relationship building with partner agencies, attending low-income focused events, phone calls and lead follow up, etc.

Clarification request

Dr. J Hackett has been contracted to provide equity services to BHPCC. I intend to invoice for this work entirely in Q3, under tab FY23 CoA Invoice documentation, line 6 for \$5,500

The remaining \$2,000 in Line 10 "Community Engagement Budget" tab we anticipate spending in Q4 directly from Dr. Hackett's recommendations.

Are these aligned with the intention of these budget items? Does this invoice schedule work for you?

Qualitative-only change requests

Action: Add earned media as a paid task as a 'presentation.'

Line 3 "Community Engagement Budget" tab

Action: Adjust Community Engagement Strategy FY23 in the following ways:

Page 3 - Change "Gain 10 new leads for our newsletter or participation in our programs per outreach event conducted" to "Solicit new Blue Horizons Project email leads from the Green Built Alliance email newsletter."

Page 4 - Per the advice of the communications expert on the BHPCC (Mica Crouse), change "Send out monthly email newsletters with great written and visual content and grow our audience by 10% per quarter" to "Increase engagement with BHP's digital media platforms [Facebook,

Instagram, YouTube and Newsletter list] by 5% quarterly, from a July 1, 2022 baseline, for a 20% cumulative increase across all platforms annually.”

This would adjust the qualitative goal on line 12 of the “Community Engagement Budget” tab

Action: Change “followers” to “average reach per post” for Facebook and Instagram metrics.

This would adjust the qualitative goal on lines 6, 7, 8 and 11 of the “Community Engagement Budget” tab, but not the financial amount.