

## **County of Santa Clara, Office of Sustainability Internship**

### **Student Intern, Level III or IV**

The County of Santa Clara Office of Sustainability (OOS) is seeking up to two student interns who should be junior or senior year college students in a four-year college or university or professional and graduate students and have an overall grade point average of at least 2.5 on a four-point scale. Individuals assigned to this classification would only be eligible to work in a position related to their field of study.

Related Fields of study include Environmental Studies, Environmental Science, Urban and Regional Planning, Communications, Marketing, or other closely related field of study. Students must be available to work some nights and weekends (with advance notice).

#### **Project Description**

This internship will support the OOS to implement the Bay Area Regional Energy Network (BayREN) 2019 grant. BayREN is a collaboration of the nine Bay Area Counties that work together to implement local and regional energy efficiency programs. Grant funds are provided to the County of Santa Clara (County) to implement and outreach the six BayREN subprograms within the County:

- (1) Single Family
- (2) Multifamily
- (3) Codes and Standards
- (4) Commercial
- (5) Water Bill Savings Program
- (6) Green Labeling Program

Under the guidance of OOS Senior Management Analyst, the fellow will assist in the implementation and marketing of the six BayREN programs.

Specific duties may include:

#### Community outreach

- Create outreach plan for BayREN community-facing programs based on target audience and provided resources;
- Execute outreach activities including creating and producing collateral, coordinating media buys;
- Host and maintain program information on OOS website and social media platforms;
- Schedule and coordinate logistics for community outreach events targeted to various community stakeholders such as homeowners, multifamily property owners, real estate professionals, etc.;
- Analyze and report program participation data to internal and external County partners;
- Coordinate and collaborate with staff from Cities within Santa Clara County;
- Ensure outreach is executed in all jurisdictions within the member county (towns, cities and unincorporated areas);

- Identify and staff community tabling events;
- Recruit property owners, contractors and business decision-makers through local activities and events to Commercial programs;
- Coordination and outreach with community groups and stakeholders (Neighborhood Associations, Rotary Clubs, Chambers of Commerce, etc.);
- Communicate and engage BayREN Participating Contractors;
- Gather and research information, such as demographic and geographic characteristics to develop high-impact marketing lists and optimizing marketing campaign development and execution.

#### Codes & Standards Outreach

- Assess the needs of the County Building Department staff relating to energy code compliance;
- Recruit local governments to host BayREN standard or specialty trainings, helping coordinate the provision of trainings within the County, and providing suggestions for and input on training topics;
- Promote quarterly BayREN Codes & Standards Forums, including providing email, phone and other marketing assistance;
- Support and advocate for reach codes and other energy policies at the local government level;
- Provide local coordination and assistance in follow up for jurisdictions that may benefit from or be interested in BayREN compliance improvement tools;
- Provide support for local governments within Santa Clara County interested in adopting a reach code or energy policy.

#### **To Apply**

Send a resume and cover letter to Natalie de Leon at [Natalie.deleon@ceo.sccgov.org](mailto:Natalie.deleon@ceo.sccgov.org) and complete an online application at <http://www.sccjobs.org/> for Student Intern, Level III or IV. For questions about the position or application process, contact Natalie de Leon 408-993-4763.

For information on the Office of Sustainability, visit [www.sccgov.org/sustainability](http://www.sccgov.org/sustainability)

For information on the BayREN program, visit [www.bayren.org](http://www.bayren.org)