

RFP Cover Sheet

Offeror's Name:	University of Rhode Island Cooperative Extension
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RFP Information	
Title of RFP:	2021 Public Education Events & Outreach
RFP Number:	EERMC-2021-02

Offeror Information	
Legal Name of Offeror:	University of Rhode Island
Type of Entity	State Owned Institution of Higher Education
Mailing Address of Primary Place of Business:	3 East Alumni Ave Kingston, Rhode Island, 02881
Phone Number:	401-874-2900
Website:	https://web.uri.edu/coopext/

Contact Person for the Offeror	
Name:	Kate Venturini
Title:	Outreach Programs Administrator
Mailing Address:	3 East Alumni Ave Kingston, Rhode Island, 02881
Phone Number:	401-874-2900
Email Address:	keventurini@uri.edu

Signature of Authorized Person

Date

Theodore Myatt, Associate Vice President for Research Administration
Printed Name, Title

A. Overview

Cooperative Extension (Extension) serves as the education and outreach arm of the land grant institution in Rhode Island, the University of Rhode Island (URI). URI Extension has a one hundred year history of bringing science-based information to stakeholders to help them solve problems at the individual and community level, including protecting human and environmental health, and shoring up the local economy, among other goals. Our burgeoning energy literacy program targets consumers, businesses, decision makers and advocates, and this opportunity through the RI Energy Efficiency and Resource Management Council (EERMC) to curate and deliver science-based energy efficiency-related content aligns with our mission. We vision, plan, and execute the content of and format for events, workshops and training sessions, and promote them through a robust communications and marketing strategy that ensures the highest levels of engagement by our target audiences. We are committed to working to ensure that the information we disseminate is relatable to and accessible by all Rhode Islanders, even those with burdens that may compete with their ability to educate themselves.

Prior to 2020, our team has coordinated and hosted hundreds of in-person workshops, training sessions and educational events on behalf of URI Extension programs. In early 2020, the pandemic forced us to fine tune our virtual event offerings to engage with stakeholders in a socially-distanced, but rich and engaging way through live webinars and recordings of them posted to our [URI Extension Youtube channel](#).

URI Extension has a history of collaborating with both the RI EERMC and the RI Office of Energy Resources (RIOER) through the URI Extension's Energy Fellows Program, established in 2008. We have also supported the EERMC's education and outreach initiatives for the past two years, in 2019 and 2020. URI Extension leveraged its relationship with the RIOER and local, regional and national organizations to successfully market the EERMC public forums and the Plugged into Energy Research lecture series in 2019 and 2020. We worked collaboratively with the EERMC to plan, market and execute each of those activities.

Concrete examples of the breadth and depth of URI Extension's communications and marketing strategy is accessible here, on our *Tools to Increase Engagement in Extension Programs* webpage (<https://web.uri.edu/coopext/staff-resources/>). This internally-focused website was created for use by all Extension programs to ensure the highest levels of engagement are achieved through marketing, communications, and consideration of justice, equity, diversity and inclusion considerations. The considerations and approaches to engagement outlined on our staff resource page will guide us in promoting the EERMC's education and outreach events and media to all. An integral part of the conversation throughout this project period must center on not only the importance of ensuring accessibility to information, but how we make sure that actually happens. We will lean on the systems and tools available through the University of Rhode Island's Community Equity and Diversity Office and leverage our relationships with community development organizations (e.g. Comprehensive Community Action Program) and others to ensure equitable access to these events and educational materials for Rhode Island's most vulnerable populations.

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The work plan that follows outlines URI Extension's approach for researching, planning, promoting and executing a public forum and three energy lecture series as well as marketing of the soon-to-be-produced suite of EERMC educational videos for the benefit of Rhode Islanders.

B. Work Plan

Promotion and Collaboration: Throughout the project(s) implementation, URI Extension will provide monthly updates to report on progress and request feedback during the EERMC's Education Team monthly calls. URI Extension will leverage our internal marketing, communications and graphic design teams to develop e-blast, webpage, social media marketing and flyer content to promote the events. We will then coordinate with communications contacts through the RIOER, the EERMC and other partners within our communications networks to share event details with target stakeholders.

Through a collaborative content creation process with the EERMC Education Team, URI Extension will conduct research to ensure that the themes for public education events are timely, relevant and likely to garner interest from a variety of stakeholders and the general public. Through our past experience curating events for the EERMC, we recognize the importance of researching a potential topic thoroughly, and bringing those with technical expertise into the conversation to guide the content creation process and make introductions to other related experts. This is an inherent part of our organizational structure -- we curate content based on research findings from technical experts at our institution and beyond, and facilitate conversations around that content to initiate change at the individual and community level -- and our strong suit.

URI Extension will review recent publications of the American Council for an Energy Efficient Economy (ACEEE), US Department of Energy, the Buildings Performance Institute, the American Council on Renewable Energy and Northeast Energy Efficiency Partnerships (NEEP) to identify potential themes for each EERMC educational event. We will work through these organizational networks and others at the regional and local level to identify a shortlist of topic experts and community leaders to interview for context and/or as participants for speaking programs. Regional and local networks will be accessed through New England Women in Energy and Environment, LinkedIn, New England state energy offices, academic institutions, and local energy organizations. Throughout the process, we will solicit guidance from the EERMC Education Team and RIOER staff, as appropriate, and provide regular monthly and milestone updates. A proposed timeline outlining specific project milestones is detailed in Appendix C.

URI Extension has extensive experience planning, curating, marketing, hosting and evaluating educational efforts targeted to the general public and discrete stakeholder groups. We regularly deploy information and event notices through our large network of interdisciplinary experts in academia, the public sector and the business community. All URI Extension events, trainings and workshops are marketed based on a comprehensive, codified publicity plan written and monitored in cooperation with the in-house Extension communications and marketing Team. Publicity plans outline: a) event details, including date, time, venue, target audience, and technology needs; b)

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graphics for printed and web-based marketing materials and; c) a timeline for marketing and communications efforts.

Publicity plan timelines include a schedule for release of web content updates, eblast newsletters, online calendar postings, press releases and media advisories, social media posts and paid advertisements. Publicity plans are an integral part of CoopExt's engagement model, and are tailored to specific audiences identified by the program coordinators. A unique plan will be designed for the public forum, each event within the lecture series, and the marketing of EERMC's educational videos. The publicity plan we developed for the 2020 EERMC Public Forum can be found in Appendix A.

URI Extension has access to a number of large email databases through which iModules eblasts can be sent to promote events and other educational information. The URI Extension "Stargazer" email database has just over 27,000 email addresses for folks who have signed up to receive event, workshop and training program announcements, research updates and other relevant correspondence for all URI Extension programs. Additionally, the offeror maintains an energy literacy database with over 4,500 email addresses, including: a) attendees of past EERMC-sponsored public forums and lectures; b) URI Energy Fellows Program partners; and c) others who have signed up for Cooperative Extension emails and selected to receive communications specific to 'energy literacy'. URI Extension also has access to University-wide email databases for students, faculty and staff (~5,000 email addresses), and a broader URI database with nearly 100,000 recipients.

Table 1: URI Extension Communications and Marketing Channels			
<i>Method</i>	<i>Name</i>	<i>Target Audience</i>	<i>2020 Metric</i>
Email database	URI Extension "Stargazer"	General public	~27,000 subscribers
Email database	Energy literacy	General public, businesses, policymakers, non-governmental organizations	~4,000 subscribers
Email database	URI Community	URI faculty, staff, alumni, students	~100,000 subscribers
Facebook	URI Extension @uricoopext	General public	~7,600 followers
Instagram	URI Extension @uricoopext	General public	~1,500 followers
YouTube	URI Extension channel	General public	~15,000 views
Youtube	Energy literacy playlist	General public, energy professionals, decision makers	~800 views
Webinar	Learn at Home series	General public	~8,000 live attendees

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URI Extension's social media engagement stretches across Facebook, Instagram, LinkedIn and Youtube. Table 1 summarizes our suite of communications outlets explained above. Our internal marketing, communications and graphic design team allow us to leverage these outlets effectively and efficiently to send out event invitations and educational communications.

Marketing Experience: Traditionally, all URI Extension educational events, workshops and training sessions are held in-person to encourage engagement with the material and increase the efficacy of learning outcomes. In March 2020, in-person activities were prohibited by the University, forcing programs to be delivered via video conferencing technology. At the time of this proposal submission, the offerors have hosted over 75 public events on WebEx and Zoom to a variety of audiences. Specific and relevant examples of URI Extension-curated educational events are detailed in Section E: Examples of Prior Work.

Included in this is the URI Extension Learn at Home series, hour-long educational webinars targeting the general public with over 8,000 live attendees (as of March 24, 2021) and over 3,000 views on Youtube. Content for these live webinars is based on current research without URI Extension's five strategic areas of focus, which our Youtube channel is organized by. The channel includes an energy literacy playlist where recorded webinars, including the 2020 EERMC Public Forum and lecture series recordings, can be found. The reach of these programs, and others, as of March 24, 2021 are detailed in Table 2.

The URI Extension web portal at <http://uri.edu/coopext> is an additional tool designed as a landing page that connects to all programs and activities sponsored by Extension funding and/or targeting external stakeholders. The web portal is a respected resource for a variety of educational materials and event information and has proven to be a strong marketing tool, especially when announcements are included under the Events section at the bottom of the page.

All URI Extension events are executed according to a production plan, designed by the project coordinators and shared with all speakers, staff and students to ensure smooth delivery. A production plan will be implemented for the public forum and each lecture series event, example of which from 2020 can be found in Appendix B. URI Extension will propose that the EERMC create a dedicated webpage at <https://rieermc.ri.gov/> for outreach and education. URI Extension will create content for the page and work in cooperation with the EERMC web manager to launch it. We will also link to the EERMC outreach and education page from the URI Extension web portal to drive traffic.

Identifying Audiences: URI Extension will develop a unique publicity plan and marketing strategy to elevate the visibility of and engagement with the newly-produced EERMC videos. Due to the nature of the videos (e.g. short, concise, topical), we anticipate their value to be highest amongst K-12 teachers and academic faculty instructing students, the general public who may not have prior knowledge of the topics, and industry professionals and decision makers. Additional audiences will be identified through brainstorming sessions with the EERMC Education Team and our energy literacy advisors.

<i>Event Description / Title</i>	<i>Live Attendees</i>	<i>Youtube Views</i>
“COVID 19 Crossroads: Achieving Equitable Health Outcomes through Energy Efficiency” (2020 EERMC public forum)	97	107
“Energy Efficiency, Human Health & COVID 19” (2020 EERMC Plugged into Energy Research lecture)	52	84
“Energy Efficiency in Schools: Safer Buildings, Healthier Students” (2020 EERMC Plugged into Energy Research lecture)	61	109
“Barriers in Energy Efficiency in Rental & Affordable Housing” (2020 EERMC Plugged into Energy Research lecture)	144	48
“Property Value Impacts of Commercial Scale Solar Energy in Rhode Island & Massachusetts” (Learn at Home webinar)	74	125
“Valuing Siting Options for Commercial Scale Solar Energy in Rhode Island” (Learn at Home webinar)	60	113
“Wires with Weezie: Demystifying New England’s Energy Infrastructure” (Learn at Home webinar)	40	73
“The Future of New England’s Cleaner Energy System” (Learn at Home webinar)	30	129
2020 Energy Fellows Program: Culminating Presentations Summit	59	N/A

Video Viewership Promotion: URI Extension will propose that the EERMC create and brand their own Youtube channel to house the videos longterm. This Youtube channel would be connected directly to the EERMC webpage and the URI Extension energy literacy webpage. Following best practices for marketing of short videos, URI Extension will work with our communications team to identify titles, tags and thumbnails for each of the videos to ensure search engine optimization (SEO). Additionally, videos will be housed on the URI Extension energy literacy playlist, if amenable to the EERMC. The offerors will also incorporate the suite of videos into our URI Extension social media editorial calendar, and employ strategic paid advertising to boost viewership of the videos by our Facebook followers and others in target markets determined through this work. We will track statistics for each uploaded video and provide data for multiple indicators including: video viewing statistics, viewers' demography, engagement rate and growth viewers count. Additional metrics identified and of interest to EERMC will be identified and obtained by connecting a Google Analytics Dashboard to the Youtube channel. Sharing the videos on the URI Extension social media accounts will allow us to track the same engagement analytics to share with the EERMC.

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In addition to traditional marketing avenues explained herein, we propose to host a “launch” event led by 2021 URI Energy Fellows (contingent on timeline), at the National Grid Energy Innovation Hub in Providence, or virtually if in-person events still aren’t possible. URI Extension has established relationships with multiple clean energy businesses and energy-equity focused organizations through the URI Energy Fellows Program and other energy literacy work. We will leverage these connections to identify groups that will benefit from the information presented in the videos, as well as organizations with access to each videos’ target audiences and the ability to disseminate information to them. The launch event will be marketed to educators and organizational leaders identified through the offerors existing relationships with National Energy Education Development Project and RI Department of Education (K-12 educators), National Grid (energy industry, ratepayers), Housingworks RI, Green and Healthy Homes Initiative and United Way of Rhode Island (low income and multi-family ratepayers) and Partnership RI (corporate businesses), among others.

Proposed Scheduling: We will encourage the EERMC to schedule the public forum in June prior to the end of the legislative session on June 30, 2021, and the lecture series in October and November of 2021, as has been past practice. If this timeline is realized, it should be noted that the public forum will be held virtually, while the lectures may be allowable in person, depending on the policy set by the University for in-person events come the fall. We are flexible with which events are hosted when, especially if preference is to hold an in-person public forum. We leave that decision at the discretion of the EERMC. A proposed timeline for each milestone is outlined in a Gantt chart in Appendix C, and is outlined in detail below.

In order to meet this timeline, research and interviews for the public forum will be completed in May 2021. A publicity plan will be developed and marketing of the event will begin mid-May 2021. Research to develop the video marketing strategy will begin in late May and continue through early July. A publicity plan will be developed for the videos during the month of July, incorporating findings from research to ensure appropriate audiences are identified and effective channels of communication to reach those audiences are incorporated. The video publicity plan will be executed in late July through early December. Research and interviews for the lecture series will begin in early July 2021, continuing through August. The lectures will be scheduled for three separate dates in October and November 2021. A publicity plan for the lecture series will be developed in late August and executed throughout late September and until the third lecture is complete. Each of these steps will be subject to input from the EERMC Education Team, and a final report and presentation to the EERMC will be planned for early December 2021.

Proposed content: Potential themes and ‘strawman’ agendas for the public forum and lecture series, and the video marketing strategy are outlined in Tables 3, 4 and 5 below. Each of these examples are intended to illustrate our ability to brainstorm and build strong frameworks for educational events. An example of this framework in final form can be found within the facilitator’s agenda developed for the 2020 EERMC Public Forum in Appendix D.

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Table 3: 2021 EERMC lecture series strawman	
Audience	General public
Theme	Electrification: What does it mean for me?
Potential Topics	Reducing Energy Burden for Homeowners and Landlords: Energy Assessments, Demand Response Programs, Heat Pumps, Combi Boilers and more!
	Increasing Demands on the Electric System: Lessons, Impacts and Insights from the 2021 Texas Blackout and an Update on the RI Power Sector Transformation
	Electric Vehicles: An update on EV infrastructure in RI: Policy Initiatives, Costs and Consumer Rebates
Length	90 minutes
Agenda	6:30 p.m. - Welcome, Audience Poll, Relevant EERMC video(s) 6:40 p.m. - Moderator Comments 6:45 p.m. - Speaker 1 Lecture and Q&A 7:15 p.m. - Speaker 2 Lecture and Q&A 7:45 p.m. - Engaging with the EERMC / Closing remarks 8:00 p.m. - Networking (if in-person)

Table 4: 2021 EERMC Public Forum strawman	
Audience	Energy industry professionals, business owners, workforce development professionals, public officials, decision makers, early adopters
Theme	<i>Energy Management on a Grander Scale: Combating Climate Change at the Corporate and Institutional Level</i>
Potential Topics	Science-based climate targets, strategic energy management initiatives, green business planning
Potential Speakers	Senator Sheldon Whitehouse (Welcome/Keynote), Industry representatives (e.g. Toray Plastics, Schneider Electric), ACEEE industrial energy analysts, Marsha Garcia, URI Office of Sustainability
Length	3 hours
Agenda	9:00 a.m. - Welcome & Introduction to the EERMC, Audience Poll 9:15 a.m. - Keynote with Q&A (45 minutes) 10:00 a.m. - Panel 1 Introductions and moderated Q&A (45 minutes) 10:45 a.m. - Networking Break (15 minutes) 11:00 a.m. - Panel 2 Introductions and moderated Q&A (45 minutes) 11:45 a.m. - Engaging with the EERMC / Closing remarks 12:00 p.m. - Networking (virtual)

Table 5: 2021 EERMC video marketing strawman	
Audience	K-12 educators, academic faculty and staff, community leaders, homeowners, renters, low-income housing residents, decision makers, others to be determined
Topics	<i>Solar energy, Wind energy, Energy efficiency, Climate change, Energy storage and demand response, Utility bills, The electric grid, RI energy policy, Natural gas system, Decarbonization</i>
Approach and Activities	<ul style="list-style-type: none"> ● Creation of Youtube channel and/or playlist with SEO; ● In-person Launch Event; ● Social media promotion (e.g. Facebook, Instagram reels); ● Video previews at the EERMC lecture series; and ● Other outreach activities to be determined.

Tracking and Reporting: All URI CoopExt educational programs are designed to empower individuals with juried, science-based information to help them make more informed decisions. In order to measure the effectiveness of our programs on behavior change, we employ pre- and post-tests to program attendees, and compare the data we receive to determine the percent change by individual before and after an educational event.

Using standardized evaluation questions in development for use by all URI Extension programs in Qualtrics, the offerors will survey program participants before and after EERMC’s events to determine their levels of awareness and knowledge around the topics we discuss, and also their willingness to change their behavior related to the topics discussed and calls to action we propose. We will also collect demographic data at the time of registration from program participants, via the standardized form question in Figure 1. If desired, we will also ask for zip code and professional affiliation. The results of this data collection and analysis will be included in the final report to the EERMC. Evaluation of the video marketing strategy can be tracked via a number of Youtube statistics, noted above.

Figure 1: Collection of Demographic Data from Program Participants

Demographic Information: It is important that we ensure equal opportunity for all who might benefit from our programs. To help us improve how well we reach the diverse audiences within Rhode Island, and as a way to document those we are currently reaching, we are seeking the following information on an optional basis:

<p>Race (select one or more):</p> <p><input type="checkbox"/> American Indian or Alaskan Native</p> <p><input type="checkbox"/> Asian</p> <p><input type="checkbox"/> Black or African American</p> <p><input type="checkbox"/> Native Hawaiian or Other Pacific Islander</p> <p><input type="checkbox"/> White</p> <p><input type="checkbox"/> Other</p> <p><input type="checkbox"/> Prefer not to respond</p>	<p>Ethnicity:</p> <p><input type="checkbox"/> Hispanic or Latino <input type="checkbox"/></p> <p><input type="checkbox"/> Not Hispanic or Latino</p> <p><input type="checkbox"/> Prefer not to respond</p>	<p>Gender:</p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p> <p><input type="checkbox"/> Other</p> <p><input type="checkbox"/> Prefer not to respond</p>
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Outreach During COVID-19: URI Extension has adapted to offer blended in-person and virtual learning opportunities during the COVID-19 crisis using Zoom events and meetings, WebEx events and meetings, and Panopto software, an all-inclusive recording and video conferencing solution specifically tailored for blended events. URI has venue space and access to information technology support across multiple campuses that may be leveraged for use. The ability to offer a blended event would allow flexibility in scheduling speakers and options for attendees in light of emerging COVID-19 restrictions and guidance.

COVID-19 restrictions will not impact event planning and execution, as the offerors are accustomed to planning and implementing high-quality educational programming virtually. However, URI Extension follows directives set by the College of the Environment and Life Sciences Dean's Office related to in-person programming, and at present, in-person events are prohibited through June 30, 2021. Requests for exception to this policy are possible with justification; we anticipate relaxed guidance in late May 2021 regarding in-person events after July 1, 2021. If remote delivery of this programming is required due to policy, it should be noted that URI Extension has professional licenses for Zoom and WebEx for video conferencing and will utilize tools available through these platforms to conduct audience polls, and facilitate discussion through chat, Q&A and breakout rooms to ensure that participants feel engaged despite the remote nature of the programming.

C. Company Profile

The University of Rhode Island Cooperative Extension provides non-formal education and learning opportunities to both youth and adults throughout the United States — to farmers and families of rural communities as well as to people living in suburban and urban areas. Cooperative Extension programming emphasizes taking knowledge gained through research and education and sharing it to allow people to apply it to their everyday lives. All universities engage in research and teaching, but the nation's more than 100 land-grant colleges and universities have a third, critical mission — extension. The University of Rhode Island is one of these land-grant institutions, and through Cooperative Extension in RI, we bring vital, practical information to agricultural producers, small business owners, communities, consumers, families, and young people. We pride ourselves on our role in translating science for practical application, and are always looking to identify emerging research questions to which we find answers and encourage application of science and technology to improve agricultural, environmental, economic and social conditions. URI Extension was established in 1914, and employs approximately 40 faculty and staff members, 50 undergraduate and graduate students, and over 1,500 volunteers who work collectively to meet the organization's mission. We have the ability to connect with thousands of Rhode Islanders with the click of a button through our marketing and communication channels, and excel at formulating messages and repackaging concepts so that they are relatable to individuals across cultures, socioeconomic statuses, and communities.

D. Relevant Experience

The work outlined in this RFP is at the core of the URI Extension mission -- to disseminate juried, science-based information to stakeholders through in-person and virtual workshops, training, forums and events. We have a 100-plus year history of public engagement, and energy literacy is a strategic area of focus of our organization, as detailed in our strategic plan, available at https://web.uri.edu/coopext/files/Coop_Extension_Strategic_Plan_2018.pdf. Curating events to engage energy professionals, decision makers, students and the general public has been an important mechanism to achieving this objective. As has been mentioned already, we coordinated and marketed the Plugged into Energy Research Lecture Series in person 2017-2019 and virtually in 2020, and the EERMC Public Forum in person in 2019 and virtually in 2020. Additionally, members of this offeror team have planned, marketed, hosted and evaluated over 50 educational webinars in the past year alone, with an average of 150 participants per event.

E. Examples of Prior Work

URI Cooperative Extension has coordinated and implemented many public education programs, including events specific to energy literacy. Specific relevant examples of educational events Cooperative Extension has planned and executed include:

- 2019 EERMC public forum (in-person)
- 2020 EERMC public forum (virtual)
- 2015-2017, 2019 Plugged into Energy Research lecture series (in person)
- 2020 Plugged into Energy Research lecture series (virtual)
- 2020 Learn at Home webinars (virtual):
 - *Wires with Weezie - Demystifying New England's Energy Infrastructure*
 - *The Future of New England's Cleaner Energy System*
 - *Valuing Siting Options for Commercial-Scale Solar Energy in RI*
 - *Property Value Impacts of Commercial-Scale Solar Energy in RI and Massachusetts*

More information about the Plugged into Energy Lecture Series and the recording for the 2020 events can be found at the following link:

<https://web.uri.edu/coopext/plugged-into-energy-research-lecture-series/>

Recordings of other events, including the 2020 EERMC Public Forum and Learn at Home Webinars can be viewed on our Energy Literacy Playlist Youtube channel via the following link:

<https://www.youtube.com/playlist?list=PLXL0ba4UPZKLA7QVpNM3zoVTgCe8pF6GN>

Details about the marketing and production of events can be seen in Appendix A: 2020 EERMC Public Forum Publicity Plan and Appendix B: 2020 EERMC Public Forum Production Plan.

F. Reference Information

1. Jerry Drummond, Lead Commercial Sales Representative, National Grid, jerry.drummond@nationalgrid.com, 401-330-7834
2. Stephen Dolinich, Manager, Talent Acquisition, Thielsch Engineering, SDolinich@thielsch.com, (401) 467-6454

G. Identification of Staff and Subcontractors

Staff members include [Kate Venturini](#), Outreach Program Administrator and [Kaylyn Keane](#), Energy Programs Manager, both of URI Cooperative Extension.

H. Staff Responsibilities

Kate Venturini will provide in-kind support towards management of the communications and marketing strategy for the project, and overall project and staff management. Kaylyn Keane will be responsible for curation of educational content, scheduling and logistics for all in-person and virtual events, and supervision of URI Energy Fellows.

I. Staff Experience

See Appendix E for Kate Venturini’s curriculum vitae and Kaylyn Keane’s resume.

J. Conflicts of Interests

Signatory has no knowledge of any related conflicts of interest.

K. Litigation

Signatory has no knowledge of any related litigations.

L. Investigation

Signatory has no knowledge of any related investigations.

Appendix A: 2020 EERMC Publicity Plan

EVENT DETAILS

Date: Thursday, September 24, 2020
Time: 1:00-3:00 p.m
Location: [WebEx Event](#)
Max # Participants: 10,000
Target Audience: Individuals working in and around energy efficiency, health, workforce development in RI, legislators and policy makers, training program representatives
Registration: Required via WebEx
Registration Fee: \$0
[Participant link](#)
[Panelist link](#)

COVID-19 Crossroads: Achieving Equitable Health Outcomes through Energy Efficiency - A virtual event

Thursday, September 24th | 1:00-3:00 p.m.

The RI Energy Efficiency and Resource Management Council invites you to its 2020 public forum. Join us for a discussion with health and energy experts and community leader experts across the United States that will dive into the relationships between public health, equity and energy efficiency.

- DISCOVER how energy efficiency can help improve health outcomes and promote racial equity.
 - CONNECT with change makers in policy and business supporting innovation in the energy plus health space.
 - GET INVOLVED and participate in the public process that guides energy efficiency programming.
-

Speakers (see Agenda for headshots to place on flyer):

Anthony Hubbard, *Chief Executive Officer, YouthBuild Preparatory Academy, Providence, RI*

Reilly Loveland, *Project Manager, New Buildings Institute, Portland, OR*

Angela Ankoma, *Executive Vice President, United Way of Rhode Island, Providence, RI*

Kevin Kennedy, *Environmental Health Program Director, Children's Mercy Kansas City, Kansas City, MO*

Ellen Tohn, *Principal, Tohn Environmental Strategies, Boston, MA*

Ruth Ann Norton, *Chief Executive Officer, Green and Healthy Homes Initiative, Baltimore, MD*

Christopher Coll, *Program Manager, NY State Energy Research & Development Authority, Albany, NY*

Mark Kravatz, *Executive Director, Habitat for Humanity Rhode Island, Providence, RI*

Appendix A: 2020 EERMC Publicity Plan (cont'd)

MARKETING MATERIALS

- 1) Eblast to Stargazer listserv - Detailed Invitation
- 2) Flyer
- 3) Facebook Event

DEADLINES

Tuesday, 9/1: Ask Josh to reschedule eblast to Wed 9/9

Thursday, 9/3: Revise flyer with comments from Kaylyn [Juli]

Friday, 9/4: Send Final Event Flyer and Eblast content to EERMC Edu Group for review

Friday, 9/4: Send Event Flyer Announcement from CoopExt@uri.edu to [2019 EERMC Public Forum Publicity Contact List](#)

Friday, 9/4: Send Event Flyer & Info to Robert Beadle (robert.beadle@energy.ri.gov) for RI OER Newsletter feature & Nathan Cleveland (nathan.cleveland@energy.ri.gov) for Zero Energy Working Group

Wednesday, 9/9: [Create Facebook Event Listing: Draft language for event listing \(Last years FB event\)](#)

Wednesday, 9/9: [Create URI EventsCalendar Listing: Draft language for event listing \(Last year's URI Event listing\)](#)

Wednesday, 9/9: Update EERMC website with RI OER's graphic announcement and flyer

Friday, 9/11: Send Detailed Invitation eBlast through Josh Aruajo (with flyer attachment and link to registration to [CoopExt "Stargazer" distribution list, 2019 EERMC Public Forum Publicity Contact List](#), EERMC webmaster, all speakers, [2019 Public Forum attendees & 2020 VIP List](#)

Thursday, 9/10: Post on RI OER & URI CoopExt Facebook / Instagram

Thursday, 9/17: Send URI Media Advisory out through Todd McLeish

Tuesday, 9/22: Send Reminder eBlast through Josh Aruajo with link to registration to [CoopExt "Stargazer" distribution list](#)

Thursday, 9/24: "Today!" post on RI OER & URI CoopExt Facebook and Instagram

VIRTUAL PUBLIC FORUM

STATE OF RHODE ISLAND
ENERGY EFFICIENCY &
RESOURCE MANAGEMENT COUNCIL

COVID-19 CROSSROADS:
Achieving Equitable Health Outcomes Through Energy Efficiency
THURSDAY, SEPTEMBER 24, 2020 | 1:00 - 3:00 P.M.

KEYNOTE: BUILDING HEALTH FOR ALL
Reilly Loveland | New Buildings Institute, Portland, OR
What does a successful future look like in the built environment if resources were used to invest in energy efficiency, equity and health in dispersed buildings? The New Buildings Institute will provide examples of a roadmap that can be utilized to strategically track progress in this area.

PANEL 1: THE INTERSECTIONALITY OF ENERGY, SOCIOECONOMIC STATUS, RACE & HEALTH

Yasmin Yacoby (Moderator)
RI Office of Energy Resources

Angela Ankoma
United Way of Rhode Island

Ellen Tohn
Tohn Environmental Strategies

Kevin Kennedy
Children's Mercy Kansas City

The COVID-19 pandemic shone a light on and exacerbated multiple social determinants of health in today's society, including race, wealth, education and physical environment. These inequities disproportionately harm Communities of Color and marginalized communities. This conversation will help to put into context the relationship between energy efficiency, wealth, race and health.

PANEL 2: OPPORTUNITIES FOR IMPROVEMENT: MODELS AND SOLUTIONS FOR THE FUTURE

Roberta Fagan (Moderator)
Energy Marketers Association

Ruth Ann Norton
Green and Healthy Homes Initiative

Christopher Coll
NY State Energy Research and Development Authority

Mark Kravatz
Habitat for Humanity Rhode Island

COVID-19 has highlighted the urgent need to address health inequities related to many socioeconomic factors, specifically physical environments. There are opportunities to address energy efficiency, health and workforce development goals through improvements to dispersed individual buildings. This conversation will explore barriers to energy efficiency investments in residential buildings and the role of community organizations in implementing efficiency programs and developing the workforce.

This virtual forum is free and open to the public. Registration is required - please register at bit.ly/eermcforum. Questions? Please contact Kate Venturini at kate@uri.edu. We look forward to sharing this important work with you!

Appendix B: 2020 EERMC Public Forum Production Plan

Hosts:

Kate Venturini Welcome slide, general and targeted questions into the Q&A box
Kaylyn Keane Mute panelists, reassign speakers as attendees after they speak

WebEx Audience Poll (Kate V.):

What is your primary role in the energy and/or health sector?

Advocate / Volunteer *Energy professional* *Health professional*
Homeowner / Landlord *Policymaker* *Regulator*
Renter *Other*

Schedule	Panelist	Role	Slides
1:05 - 1:09	Anthony Hubbard	Welcome Speaker	1-4
1:10 - 1:25	Reilly Loveland	Keynote Speaker	5-33
1:25 - 1:30	Yasmin Yacoby	Panel 1 Moderator Welcome	34
1:30 - 1:35	Angela Ankoma	Panel 1 Speaker 1	none
1:35 - 1:40	Ellen Tohn	Panel 1, Speaker 2	35-37
1:40 - 1:45	Kevin Kennedy	Panel 1, Speaker 3	38-40
1:45 - 2:05	Yasmin, AA, ET, KK	Panel 1 Moderated Discussion	41
2:05 - 2:10	Roberta Fagan	Panel 2 Moderator Welcome	42
2:10 - 2:15	Mark Kravatz	Panel 2 Speaker 1	43-45
2:15 - 2:20	Chris Coll	Panel 2 Speaker 2	46-48
2:20 - 2:25	Ruth Ann Norton	Panel 2 Speaker 3	49-51
2:25 - 2:45	Roberta, MK, CC, RN	Panel 2 Moderated Discussion	52
2:45 - 2:50	Karen Verrengia	Call to Action Speaker	53-54
2:50 - 3:00	Kate Venturini	Closing Remarks	55

Notes for all:

- ★ Enter webinar [using panelist link](#)
 - ★ After you speak, the hosts will re-assign you to an attendee. This will take away your ability to unmute yourself or show your video, but it will also minimize audio and bandwidth issues. If you want/need to speak, please text Kaylyn at **xxx-xxxx**
 - ★ The Q&A box will be enabled for attendees to ask questions.
 - ★ During Anthony, Reilly and Karen's sessions, Kate will relay any questions from the Q&A to the current speaker.
 - ★ During the two panels, Yasmin and Roberta will pull from those questions and the prepared questions they have during the panel discussion following each presentation.
-

Appendix B: 2020 EERMC Public Forum Production Plan (cont'd)

Panelist Notes:

- ★ Five minute presentation each with 1-2 slides on [Google Slides template](#) (please add yours by EOD on Monday 9/21)
 - ★ You will have the ability to unmute yourself and show your video while a panelist. The moderator will direct each speaker when they should speak, to avoid overtalk. Please only unmute when directed by the moderator. Hold down the spacebar to talk when you'd like to chime in. Please note that the hosts will mute you if there is over talk, or if you don't mute yourself when your section is live.
-

Moderator Responsibilities:

- Give a brief introduction of the panel, introduce panelists, please see this [detailed agenda](#) for introduction notes.
 - Mention that each panelist has 5 minutes to speak, and then we will go to questions (NOTE: Host will share screen and progress slideshow at the direction of panelist)
 - Put up hand at 5 minutes for each speaker
 - Pipe in at 6.5 minutes if they're not done to begin transition to next speaker
 - After each panelist has given their remarks, pull from prepared questions and direct each question initially to a specific panelist
-AND/OR-
 - Select questions from Q&A box; direct to a specific panelist, or articulate who should answer first, second, third
-

Moderator Questions:

Yasmin / Panel 1 questions for all:

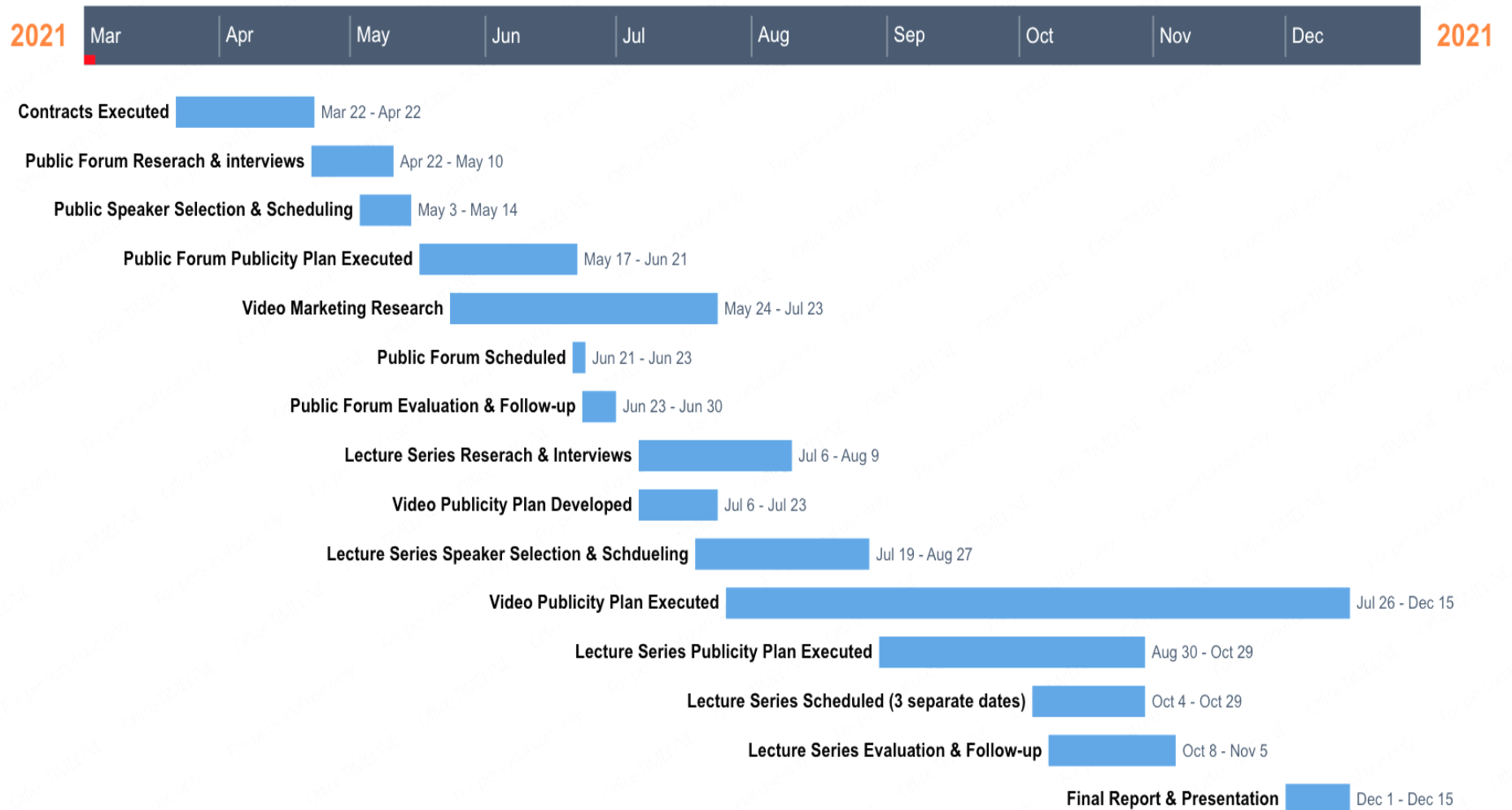
1. How has the COVID-19 pandemic impacted your work in this space?
2. What, in your opinion, is the number one action we should take to ensure that socioeconomic status and race **do not** negatively impact individual and community health?
3. Communities with high energy burdens are often low income and communities of color. How can energy efficiency programs distribute equitable costs and provide equitable benefits to these communities where they have the greatest impact?

Roberta / Panel 2 questions for all:

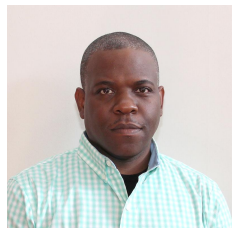
1. How might we scale up some of the examples of your work you shared today to increase the impact of pilot programs?
2. Are there community organizations that could play a more active role in the energy efficiency environment/sector/industry if they were asked?
3. What would an ideal energy plus health workforce look like, and how do we build it?

EERMC 2021 PUBLIC EDUCATION AND OUTREACH EVENTS - TECHNICAL PROPOSAL

Appendix C: 2021 EERMC Public Education Events & Outreach Initiatives Proposed Schedule



Appendix D: 2020 EERMC Public Forum Agenda



1:00 p.m.

WELCOME (10 MINUTES)

Energy Efficiency For All, Anthony Hubbard

*Chair, RI Energy Efficiency and Resource Management Council
CEO, YouthBuild Preparatory Academy, Providence, RI*

Energy efficiency is a crucial part of the overall energy landscape, and an important climate policy tool that encourages the reduction of energy consumption and greenhouse gas emissions. Energy efficiency reduces the need for new energy siting by reducing consumption, and will reduce the burden on the electric system even as we transition to electrified heating and transportation systems. Energy efficiency is a cog in the energy and climate change wheel; there is a tremendous opportunity to elevate it as a solution to equity issues. We'll explore that today. Thanks for joining us.



1:10 p.m.

KEYNOTE (15 MINUTES)

Building Health For All, Reilly Loveland

Project Manager, New Buildings Institute, Portland, OR

We spend 90% of our time inside buildings, and therefore, buildings directly affect many public services (e.g. our electric grid, communications) and public health. If we focus on improving commercial, residential and public building conditions, other benefits will surely follow. Individual buildings should have minimum efficiency and health standards and be invested in as part of our public infrastructure. Can we leverage opportunities to use federal stimulus funds to support energy efficiency and health in buildings? What does a successful future look like in the built environment if resources were used to invest in energy efficiency, equity and health in buildings? The New Buildings Institute will provide examples of roadmaps that can be utilized to strategically track progress in these areas.



1:25 p.m.

PANEL 1 (40 MINUTES w/ Q&A)

The Intersectionality of Energy, Socioeconomics, Race & Health, Yasmin Yacoby (Moderator)

Energy Justice Program Manager, RI Office of Energy Resources

The COVID-19 pandemic shone a light on and exacerbated multiple social determinants of health in today's society, including race, wealth, education, and physical environment. These inequities disproportionately harm Communities of Color and marginalized communities, including worsened impacts of COVID-19. Equitable energy efficiency programs can help in addressing some of these issues. This conversation will help to put into context the relationship between energy efficiency, wealth, race, and health.

Appendix D: 2020 EERMC Public Forum Agenda (cont'd)

Angela Ankoma

Executive Vice President, United Way of Rhode Island, Providence, RI

Where do housing, education, health and health equity intersect? What RI-specific data correlations are there between race, income and energy burden? Energy efficiency has a great impact on communities with high energy burdens by lowering bills -- a social determinant of health. An example of United Way of Rhode Island's commitment to reducing energy burden is The Good Neighbor Energy Fund.



Ellen Tohn

Principal, Tohn Environmental Strategies, Boston, MA

How can energy efficiency help improve health outcomes? How can we increase the impact of energy efficiency on human health by leveraging the workforce to improve health outcomes while implementing energy efficiency in homes? Can we develop energy plus health programs that use our energy workforce to help create healthier indoor environments and connect residents to health services? Learn about examples doing just that and tools to help support such innovation.



Kevin Kennedy

Environmental Health Program Director, Children's Mercy Kansas City, Kansas City, MO

What is the importance of connecting health impacts with environmental factors in the home, school or workplace? How can 'upstream' medicine be a proactive approach to acknowledging the root causes of health issues related to the physical environment? What role can health systems play in advocating for investment in homes in the community in order to promote better health?



2:05 p.m.

PANEL 2 (40 MINUTES w/ Q&A)

Opportunities for Improvement: Models and Solutions for the Future, Roberta Fagan (Moderator)

CEO, Energy Marketers Association of RI, Middletown, RI / RI EERMC member



The COVID 19 pandemic has highlighted the urgent need to address health inequities related to a number of socioeconomic factors, specifically physical environments. There are opportunities to address energy efficiency, health, and workforce development goals through improvements to dispersed individual buildings. This conversation will explore barriers to energy efficiency investments in residential buildings and the role of community organizations in implementing efficiency programs and developing the workforce.

Appendix D: 2020 EERMC Public Forum Agenda (cont'd)

Mark Kravatz

Executive Director, Habitat for Humanity, Providence, RI



Organizations with a vested interest in the community can play an active role in implementation of energy efficiency work in the communities they serve, achieving energy efficiency, health, housing stability & workforce development goals. What does the energy efficiency and home repair system look like in Rhode Island, and why do community-based organizations have a leading role in the energy efficiency programs of the future?

Christopher Coll

Director New York State Energy Research and Development Authority, Albany, NY



How has New York's Climate Leadership and Community Protection Act (CLCPA) provided a mechanism for strategic assessment of programs that are helping policymakers understand how policies affect frontline / environmental justice communities? Through capacity building and streamlining efforts, NYSERDA is working to strengthen processes to build increased effectiveness for community organizations to deliver services and engage with state policies and programs. In addition, an 800 million dollar portfolio of energy efficiency initiatives targeting is in the works by 2025.

Ruth Ann Norton

CEO, Green and Healthy Homes Initiative, Baltimore, MD



How can we build equity into state energy programs? GHHI works to develop models and policy frameworks that states can utilize to invest in racial and health equity, and integrate health and energy efficiency work. Building capacity for service providers to capture those dollars, and developing models that allow black, brown and Latinx-owned businesses to take advantage of these opportunities is a strategic investment to achieve health, energy and equity outcomes.

2:45 p.m. CALL TO ACTION (15 MINUTES)

Karen Verrengia

Field Manager, ClearResult / RI EERMC member



The EERMC is committed to ensuring energy justice is present in all that we work towards. We advocate on behalf of all Rhode Island ratepayers, and we want to hear from you! Please connect with us at <https://rieermc.ri.gov/>.

Appendix E: Staff Experience

KAYLYN C. KEANE

344 Smith Street, Cranston RI, 02905 • 401-862-3192 • Kaylyn.Hawkes@gmail.com

Relevant Skills & Experience

Program Coordinator, University of Rhode Island, Kingston, RI 2015-Current

Overview: This role includes coordination and management of the URI Energy Fellows Program (EFP), a premier experiential program for URI students and energy literacy programming through URI Cooperative Extension. Duties include recruiting, hiring and training of University students, relationship management, event content curation and writing

Key Skills: Interpersonal skills, ability to effectively communicate with student groups and industry partners, grant writing, working knowledge of energy systems & policy, relationship building, marketing, event coordination.

Founder & CEO, Lost Art Cultured Foods LLC, Cranston, RI 2015-Current

Overview: Lost Art is a USDA Organic Certified food manufacturer and caterer. As CEO duties include overseeing company administration, production, procurement, marketing, & client relations for over \$500,000 in annual revenue. Key clients include Whole Foods Market, Dave's Fresh Marketplace & Newport Festivals Foundation. //

Key Skills: Interpersonal relations, business management, organization & logistics, marketing strategy, executive leadership, Quickbooks

Program Manager, Cultivating Community, Melbourne, Australia 2013 - 2015
United Nations of Australia 2015 World Environment Day Award Winning Program

Overview: Coordination of a community food waste & composting program for local businesses. Duties included overseeing composting operations, planning community education events, fundraising and managing volunteers.

Key Skills: Interpersonal relations, client relationship building and management, team leadership & management, organization, writing, program evaluation.

Grant Administrator, Collier Charitable Fund: Melbourne, Australia 2013 - 2015

Overview: Administration of a multi-million dollar philanthropic organization.

Key Skills: Time management, written communication, organization, interpersonal skills, database management.

Appendix E: Staff Experience (cont'd)

Education & Certifications

Master of Science, University of Edinburgh, UK 2012 // Major: Ecological Economics

Bachelor of Science, University of Vermont, US 2010 / Major: Env. Science

Voluntary & Community Involvement

Founding Member, Rhody Worms Cooperative, Rhode Island, 2015-2016 //
Coordinated with local farmers to develop a worm growers cooperative promoting sustainable local agriculture.

Coordinator & Board Member, Open-Table, Melbourne Australia, 2013- 2015 //
Coordinated and facilitated community meals using volunteer labor and surplus produce from local vendors.

Facilitator, Welcome Dinner Project, Melbourne Australia, 2013-2015 //
Facilitated home dinners with established Australians to 'welcome' refugees and international students.

Volunteer Gardener, CERES Park, Melbourne Australia, 2012-2014 //
Gardening/Landscaping.

Appendix E: Staff Experience (cont'd)

KATE ELIZABETH VENTURINI

43 Dayna Drive, West Greenwich, RI 02817 | 401-874-2900 | kate@uri.edu

EDUCATION

University of Rhode Island	Master of Arts in Marine Affairs	2010
Thesis: <i>Bottom-up Policy Implementation through Science-based Education Programs</i>		
University of Rhode Island	Bachelor of Landscape Architecture	2006

PROFESSIONAL EXPERIENCE

Outreach Programs Administrator *2016-present*
Cooperative Extension, University of Rhode Island, Kingston

In addition to the leadership I provide to the Mallon Outreach Center described in the Interim Director section below, I've developed, implemented and currently manage a number of URI Cooperative Extension programs and initiatives in my capacity as an outreach programs administrator for URI Extension, including:

- *Communications and Marketing Initiative* - an effort to strategize and coordinate management of legacy and new media for all Extension programs to increase public engagement. This includes production of videos, television segments and radio segments, development of an editorial calendar for social media platform posts, email marketing campaigns and the Extension web portal. The team liaisons with the broader URI communications experts and local media to ensure that Extension programs are well represented in marketing efforts.
- *Energy Literacy Initiative* - began with a planning process to identify opportunities to build capacity for URI's role in preparing the next generation of clean energy workforce professionals through the URI Energy Fellows Program, and provide energy education to Rhode Islanders to forward goals set by the RI Office of Energy Resources and other key energy stakeholders. The initiative has led to contracted work with the RI Energy Efficiency and Resource Management Council and URI faculty involved in energy-related research projects.
- *Extension Justice, Equity, Diversity and Inclusion Initiative* - beginning in 2020, mobilized the Cooperative Extension and Outreach Coordinating Committee to refocus our strategic efforts on accessibility to and relevance of all interdisciplinary Extension programs for all Rhode Islanders, beginning with a campaign to collect consistent demographic and program evaluation data, followed by community-based needs assessments, resource portal development for faculty, staff, students and volunteers, and program design and marketing based on the results of the exercise.
- *Home Horticulture Certificate Program (HHC)* - established a new education program in an effort to build on the successful structure of the URI Master Gardener Program core training curriculum. HHC allows us to maximize our strengths in training practitioners and others interested in science-based horticultural education without requiring volunteer service associated with the URIMGP.

Appendix E: Staff Experience (cont'd)

- *URI School Garden Initiative (SGI)* - began as a pilot program with the Providence Public School District, and sought to establish unique learning environments in elementary, middle and high schools in Providence to enhance Science, Technology, Engineering, Arts and Mathematics (STEAM) proficiency through blended learning in classroom and field settings. The partnership supported teachers through professional development to improve their perceived self-efficacy around teaching horticultural and agricultural topics to students. Over 20 PPSD schools are still engaged in the initiative with gardens and teams on the ground. The Initiative has expanded statewide, with nearly 75 schools participating as members of the URI CoopExt School Garden Initiative.

Interim Director

Outreach Center, University of Rhode Island, Kingston

2013-2016

This leadership position, with a team of seven full- and part-time employees, including Ph.D. and Master's degree social scientists, Bachelor's degree horticultural specialists, administrative support staff, and between five and ten undergraduate and graduate students in fellowship and internship positions, required administrative prowess and high levels of organization. Our team's work centered on the assumption that the attainment of knowledge leads to heightened awareness, which can inspire behavior change and improve social, economic and/or environmental conditions. The issues we worked to impact include ecosystem function in urban and suburban areas, water quality and wildlife habitat protection, food security and our local food system, renewable energy technologies, home energy efficiency and transportation policy development and Science, Technology, Engineering, Arts and Mathematics (STEAM) proficiency in K-12 youth. I worked with staff, students and our stakeholders to identify challenges related to the issues we work around through needs assessments, then designed programs that synthesized research findings into outreach messages to inspire action. In my tenure as Interim Director, I trained staff and students in program design and evaluation using logic models, priority setting, workplace professionalism, and oral and written communications. I eliminated inefficiencies in our program portfolio, formalized a robust and efficient experiential learning structure for our student fellowship positions, worked with individual staff to develop annual work plans to guide their programmatic work and secured grants and contracts to support efforts outside the scope of Smith-Lever formula funded Cooperative Extension activities. I developed student positions for marketing, website management, administrative assistance, and public relations, conducted staffing analyses, contributed to state and federal reporting efforts, hired new employees and contractors and managed the Center's operating budget with administrative support staff.

Master Gardener Program Co-State Program Leader

2012

Outreach Center, University of Rhode Island, Kingston

I was appointed to serve as University staff representative to the URI Master Gardener Association (MGA) Board of Directors following the reassignment of a colleague who had served in the position for over 20 years. I helped to review roles and responsibilities

Appendix E: Staff Experience (cont'd)

of URI staff vis a vis the Master Gardener Program (MGP) mission, which led to a multi-year reorganization of the MGP. I facilitated partnership-building with University and external partners to promote the MGP mission and extend resources into the community. I coordinated with regional and national Master Gardener volunteer management and outreach programs through conferences and eXtension to inform MGP policies and procedures at URI. I assisted in an annual review of MG Core Training curriculum and publications, updating them as needed to reflect suggested revisions by URI faculty and staff. Outside of administrative duties related to the MGP, I developed the Roger Williams Park Community Garden's construction and governance structure to include areas for Eco-Exploration Camp living laboratories and the Master Gardener-led Produce Donation Program, which now supplies nearly a ton of fresh produce to food pantries in Providence annually. I also led a design charrette that led to the establishment of an Edible Forest Garden in the Park. I managed these gardens through 2013 for the Providence Parks Department through an outreach contract. Following the establishment of the RI Residential Rain Garden Training in 2011, I continued to administer bi-annual training sessions for professionals and volunteers throughout RI. This was followed by the development of the Rain Garden Steward Program to assure that demonstration rain gardens installed through the RIRRG training program were maintained by trained MG volunteers who earned the "Water Quality Specialist" distinction.

Program Assistant

2011-2012

Department of Natural Resource Sciences, University of Rhode Island, Kingston

I managed the development of the RI Residential Rain Garden Training Program curriculum and training agenda, and delivered the pilot training session through the Nonpoint Education for Municipal Officials (NEMO) Program in Providence. I also assisted the NEMO Director in compiling RI Stormwater Design and Installation Standards Manual Training evaluations for monthly progress and final reports to state regulatory agency partners.

GreenShare Program Manager

2006-2012

Outreach Center, University of Rhode Island, Kingston

During my tenure as the GreenShare Program Manager, I worked with Coastal Resources Management Council (CRMC) policy analysts to develop revisions to the Greenwich Bay Special Area Management Plan and the RI Coastal Plant Guide, delivering trainings to professionals about the new regulatory guidance and resources. I developed the RI Invasive Plant Management Training Program (IPTP) to certify green industry professionals working in coastal buffer zones as "Certified Invasive Managers" for CRMC, and began administering the program in 2008. I developed and delivered a MG Specialist training on native and invasive vegetation, and began teaching multiple sessions of the URI Master Gardener Core Training in 2010. I also began delivering regular educational workshops throughout New England on native landscape design, residential stormwater management, best landscape cultural practices for resource conservation and invasive plant management during this time.

Appendix E: Staff Experience (cont'd)

I also began administering the RI Residential Rain Garden Training in 2011, training professionals and volunteers in siting, design, installation and maintenance of rain gardens. I supervised and guided undergraduate Coastal Fellow horticulture interns as program assistants beginning in 2008.

URI Master Gardener Fellow 2005 – 2006
Cooperative Extension Education Center, University of Rhode Island, Kingston

My position was intended to serve the needs of the Cooperative Extension Education Center (CEEC), the Master Gardener Association (MGA) and the newly-formed Master Gardener Foundation (MGF) of RI. During this first year at the CEEC, I assisted with the development of fundraising materials and the first annual MGF Gala, and conducted a needs assessment to determine the public value of a new comprehensive waste reduction education and outreach program (now the URI Master Composter Program) for the CEEC. I served as the Planning Committee Chair and Event Manager for URI's GreenShare Field Day [2005, 2006 and 2007] and the East Farm Open House and Crabapple Festival [2005, 2006 and 2007], working alongside MG volunteers and green-related industry professionals.

RELATED EXPERIENCE

Journalist's Assistant 2003 – 2005
Mr. Jason Pisano

I provided personal care for Mr. Pisano and assisted him with research and writing for freelance journalism assignments for the Coventry Courier and Providence Journal.

Field Manager 2002-2003
RI Sierra Club / RI Public Interest Research Group

I was responsible for the management of a field canvass crew (5-10/daily), maintenance of a weekly fundraising quota (~\$5,000-10,000), and training of existing and incoming canvassers to effectively deliver various social and environmental campaign messages.

HONORS AND ACTIVITIES

Recipient, Outreach Excellence Award
College of the Environment and Life Sciences, University of Rhode Island, 2013

Guest Contributor, Episode 321: Coastal Landscape Design, This Old House
PBS, Barrington, RI, 2012

Garden Time Education Program, Topics: Site Assessment, Backyard Wildlife Habitat
RI Department of Corrections, Cranston, RI, 2011–present

GroundCorp Training Program, Topics: Stormwater 101, Site Assessment, Native Plants
Groundwork Providence, Providence, RI, 2010-present

Appendix E: Staff Experience (cont'd)

Plenary Speaker:

- National Extension Master Gardener Coordinator Conference, Pray, MT, 2016
- Joint Council of Extension Professionals Conference, Las Vegas, NV, 2015
- Ecological Landscaping Association Conference, Springfield, MA, 2011-2013
- RI Power of Place Summit, Providence, RI, 2010
- Land and Water Summit, Kingston, RI, 2010

Guest Producer and Contributor

WJAR NBC10 "Plant Pro" television segments, 2009-2019

Selected Project

Biological Oceanography experiment: "The Effects of Weightlessness on North 2003 American Crayfish and Copepods", Reduced Gravity Student Flight Opportunities Program, National Aeronautics and Space Administration (NASA), Johnson Space Center, Houston, Texas.

PUBLICATIONS

Rice, Michael A., Sarina R. Rodrigues and Kate Venturini. "Philosophical & Institutional Innovations of Kenyon Leech Butterfield and the Rhode Island Contributions to the Development of Land Grant and Sea Grant Extension." IN: Proceedings of Smith-Lever Centennial Symposium, Morgantown, WV, September 2014. 20p.

Leeson, Hope, Graham Gardner, Vanessa Venturini and Kate Venturini. "RI Native Plant Guide" (website). University of Rhode Island Outreach Center, Kingston, RI. 2014. Accessible at <http://web.uri.edu/rinativeplants/>

Venturini, Kate and Caitlin Chaffee. "Native Plant Site Solutions for Backyard Landscapes", Rhode Island Cooperative Extension, University of Rhode Island, 2012.
Gordon, Dr. Susan, Caitlin Chaffee, David Hughes, Gabrielle Torphy and Kate Venturini. "RI Coastal Plant Guide". University of Rhode Island Outreach Center. 2007. Accessible at cels.uri.edu/testsite/coastalPlants/CoastalPlantGuide.htm

Venturini, Kate, K.M. Jager, and K.J. Savasta. "Preliminary Analysis of Pit Craters on Alba Patera, Mars Using MOC Data". Lunar and Planetary Science Conference, Houston, Texas, March 2003.

AFFILIATIONS

National Association of Extension Program and Staff Development Professionals, 2016-present

Professional Staff Association, 2011-present

Ecological Landscape Alliance, 2009-present

Appendix E: Staff Experience (cont'd)

SERVICE

Trustee, Board of Trustees

West Greenwich Land Trust, West Greenwich, RI, 2021-present

Chair, Cooperative Extension and Outreach Coordinating Committee

University of Rhode Island, 2020-present

Member, URI Master Gardener Program Leadership Council

University of Rhode Island, 2016-present

Member, Cooperative Extension and Outreach Coordinating Committee

University of Rhode Island, 2014-2019

Member, Board of Directors

Master Gardener Foundation of RI, Kingston, RI, 2013-2018

Member, Board of Directors

URI Master Gardener Association, Kingston, RI, 2012- 2015

Member, Certification Committee

RI Nursery and Landscape Association, Kingston, RI, 2011

Member, Board of Directors

Ecological Landscape Association, Framingham, MA, 2010-2013

ISBE Proposal – List of ISBEs Page

Offeror's Name:	University of Rhode Island Cooperative Extension
------------------------	--

Is the offeror a State certified ISBE (MBE, WBE or Disability Business Enterprise):	NO
	If YES, provide the total dollar amount representing work that will be done by the offeror: \$ _____

Identification of ISBE Subcontractors (Please add rows as necessary)		
ISBE Subcontractor's Name	ISBE Mailing Address, Email Address, and Phone Number	The total dollar amount representing work that will be done by the ISBE Subcontractor
		\$ _____
		\$ _____
		\$ _____

ISBE Proposal – Participation Rate and Signature Page

Offeror's Name:	University of Rhode Island Cooperative Extension
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A. Total amount of dollars representing work that will be done by the ISBEs:	\$0
B. All-Inclusive Price Listed in the Cost Proposal:	\$34,313.75
ISBE Participation Rate (=A/B):	0%

 Signature of Authorized Person Date

 Printed Name, Title

EERMC 2021 PUBLIC EDUCATION AND OUTREACH EVENTS RFP
 COST PROPOSAL

Cost Proposal - Task Sheets

Offeror's Name:	University of Rhode Island Cooperative Extension
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Task 1: Plan, coordinate, facilitate and market a half-day Public Forum

Labor Costs			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate (salary + fringe)	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Kate Venturini			
Kaylyn Keane	\$46.96	154	\$7,208.00
Additional expenses that are not included in hourly rate			
Description of Expense			Price
Social media advertising			\$350.00
Direct Costs Subtotal:			\$7,558.00
Indirect Costs			
Administrative F&A (state agency rate: 25% * direct costs)			\$1,889.50
Total Task Price:			\$9,447.50

Task 2: Plan, coordinate, facilitate and market an Energy Lecture Series

Labor Costs			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate (salary + fringe)	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Kate Venturini			
Kaylyn Keane	\$46.96	181	\$8,480.00
Additional expenses that are not included in hourly rate			
Description of Expense			Price

**EERMC 2021 PUBLIC EDUCATION AND OUTREACH EVENTS RFP
COST PROPOSAL**

Venue & catering	\$3,000.00
Social media advertising	\$500.00
Subtotal Direct Costs	\$11,980.00
Indirect Costs	
Administrative F&A (state agency rate: 25% * direct costs)	\$2,995.00
Total Task Price:	\$14,975.00

Task 3: Create & Execute a Video Outreach Strategy			
Labor Costs			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate (salary + fringe)	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Kate Venturini			
Kaylyn Keane	\$46.96	113	\$5,300.00
Additional expenses that are not included in hourly rate			
Description of Expense			Price
Social media advertising			\$500.00
Venue & catering			\$1,000.00
Subtotal Direct Costs			\$6,800.00
Indirect Costs			
Administrative F&A (state agency rate: 25% * direct costs)			\$1,700.00
Total Task Price:			\$8,500.00

**EERMC 2021 PUBLIC EDUCATION AND OUTREACH EVENTS RFP
COST PROPOSAL**

Task 4: Prepare and Present Final Report			
Labor Costs			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate (salary + fringe)	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Kate Venturini			
Kaylyn Keane	\$46.96	24	\$1,113.00
Additional expenses that are not included in hourly rate			
Description of Expense			Price
Subtotal Direct Costs			\$1,113.00
Indirect Costs			
Administrative F&A (state agency rate: 25% * direct costs)			\$278.25
Total Task Price:			\$1,391.25

Cost Proposal - All-Inclusive Price and Signature Page

Offeror's Name:	University of Rhode Island Cooperative Extension
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One All-Inclusive Price. This number represents the sum of all total task prices and any other costs and expenses charged to EERMC.

All-Inclusive Price:	\$34,313.75
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Signature of Authorized Person Date

Printed Name / Title