



STATE OF RHODE ISLAND
**ENERGY EFFICIENCY &
RESOURCE MANAGEMENT COUNCIL**

CONSULTANT TEAM

2023 EERMC LEAD Session

Learning, Education & Advancement Discussion

Session #1

Monday, May 1, 2023

1:00 - 4:00 PM





Objectives

- Dive deeper into the Council's **brand and communications** effort with a focus group style conversation led by Advocacy Solutions. Convey Council member perspectives on goals, priorities, target audiences, and key messages to establish a foundation and direction.
- Begin strategizing a progression from the brand and communications effort to a proposed **efficiency and climate awareness campaign**. For context, OER will provide an update on the activities of the Executive Climate Change Coordinating Council (EC4).
- Update the Council on the **2024 budgeting and RFP process**, seeking feedback on priorities and direction for 2024 budget allocations.
- As a follow-up to discussion at the April Council meeting, continue the conversation on proposed updates to the **Least Cost Procurement Standards**. Come to a consensus on whether EERMC would like to provide additional comments on those provided by other parties.

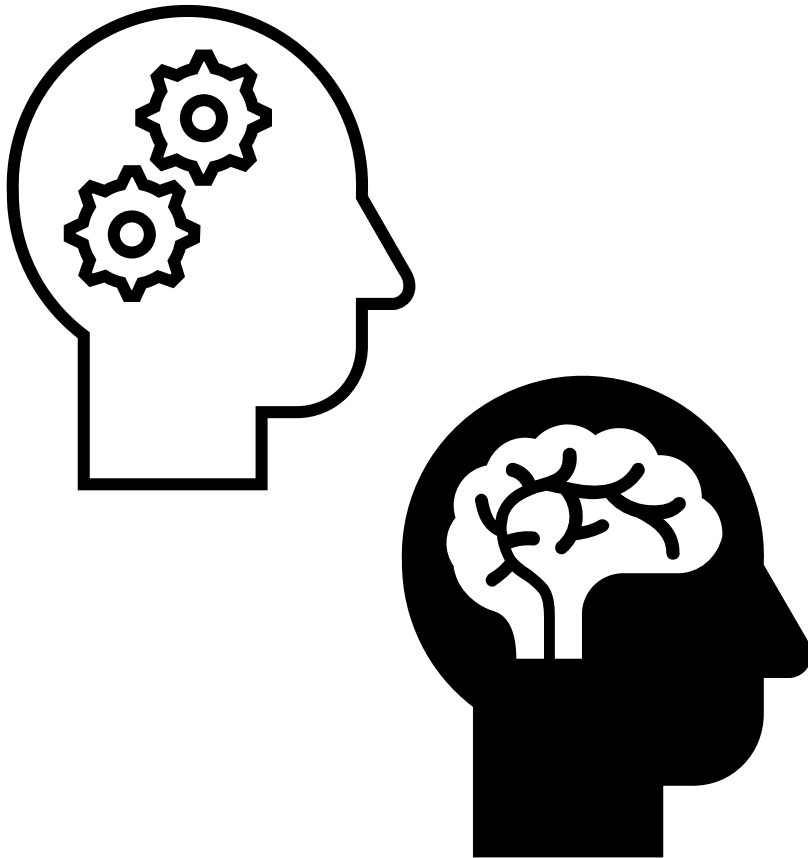


Agenda

12:45 – 1:00 PM	15 min	Arrival, Refreshments & Welcome
1:00 – 2:20 PM	80 min	EERMC Brand & Communications Focus Group <i>Discussion Facilitated by Advocacy Solutions</i>
1:00 – 1:15 PM	15 min	Introductions & Icebreaker
1:15 – 1:40 PM	25 min	Council Value, Role, Relationships
1:40 – 2:05 PM	25 min	Audience & Messaging
2:05 – 2:20 PM	15 min	Defining Success
2:20 – 2:30 PM	10 min	Break & Refreshments
2:30 – 3:30 PM	60 min	Energy Efficiency and Climate Initiatives
2:30 – 2:50 PM	20 min	EC4 Activities Update <i>Presentation by RI Office of Energy Resources</i>
2:50 – 3:30 PM	40 min	Upcoming EERMC RFPs & Budgeting Process <i>Updates & Discussion Facilitated by Consultant Team</i>
3:30 – 3:55 PM	25 min	Updates to Least Cost Procurement Standards <i>Discussion Facilitated by Consultant Team</i>
3:55 – 4:00 PM	5 min	Public Comment



Keep in Mind



- We want to hear from you!
- More conversational than formal
- Respect each other's thoughts, perspectives and opinions
- Keep discussion forward-looking
- Tend to your own comfort as needed



QUESTIONS BEFORE WE GET STARTED?



80 MINUTES



EERMC BRAND & COMMUNICATIONS FOCUS GROUP

Discussion Facilitated by Advocacy Solutions



10 MINUTES



BREAK & REFRESHMENTS



60 MINUTES



ENERGY EFFICIENCY & CLIMATE INITIATIVES

EC4 ACTIVITIES UPDATE (40MIN)

UPCOMING RFPS & BUDGETING PROCESS (20MIN)

20 MINUTES



EC4 ACTIVITIES UPDATE

Presentation by RI Office of Energy Resources

40 MINUTES

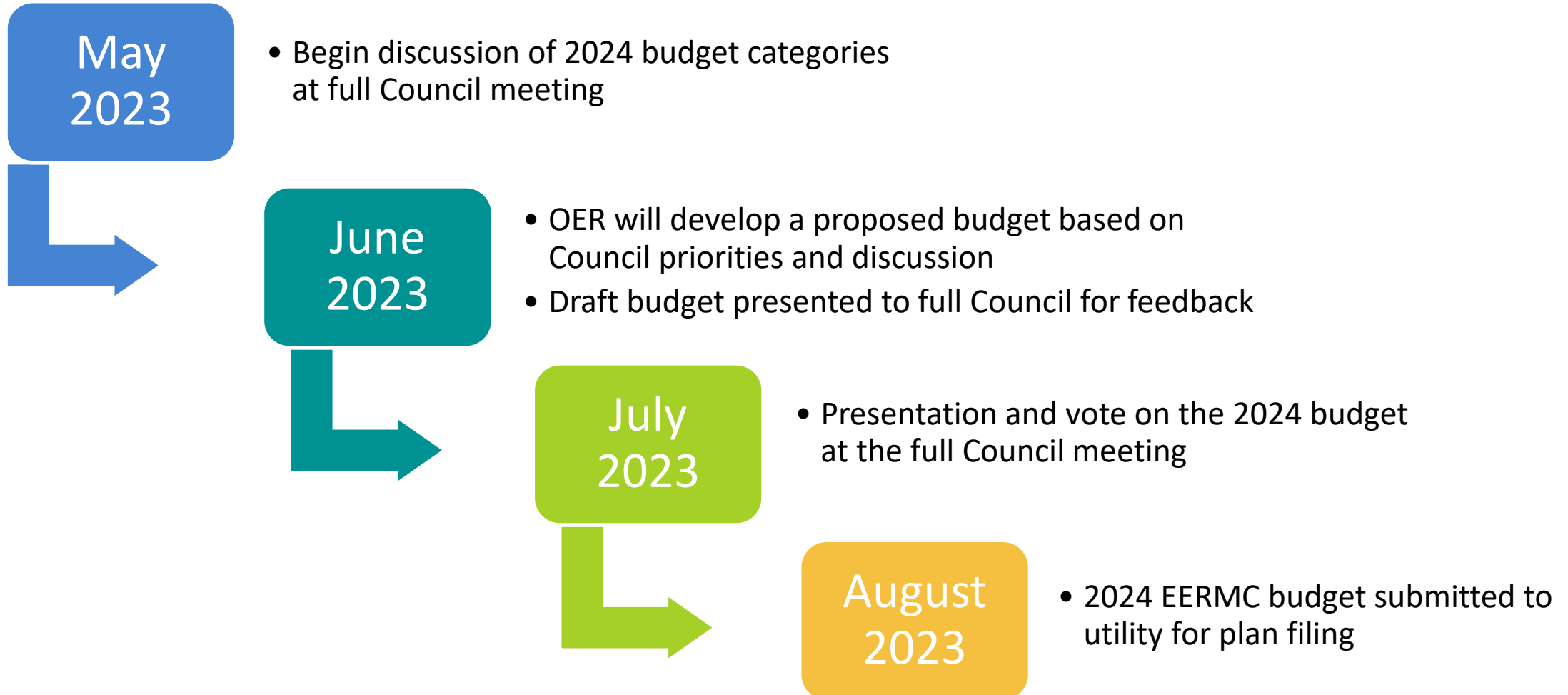


UPCOMING RFPs & BUDGETING PROCESS

Updates & Discussion Facilitated by the Consultant Team



2024 Budget Planning Timeline





Upcoming RFPs / Proposed Budget Allocations

- K-12 Educator Training (2023)
 - Vote on RFP @ May meeting
- EE & Climate Public Awareness Campaign (2024)
 - Vote on RFP @ June meeting
- Market Based Solutions Study (2024)
 - Vote on RFP @ August meeting
- Public Events (2024)
 - Option to extend current contract
 - Otherwise, vote on RFP @ July meeting

References:

[EERMC Budget RFP Calendar 4-25-23](#)
[2023 EERMC Budget Tracker](#)



EE & Climate Public Awareness Campaign

- Provide strategic marketing consultation, communication planning, and effective implementation in coordination
- Identify outreach objectives, audiences & messages
- Literature review & supplemental market research
- Survey and build on existing efficiency and climate related outreach efforts in Rhode Island (e.g., Rhode Island Energy marketing campaigns)
- Conceptualize, design, implement, and evaluate a multi-dimensional public awareness campaign
- Integrate campaign with existing EERMC public outreach events (i.e., EERMC Annual Public Forum and Energy Lecture Series)

Reference:
[2023 Budget Memo 7-28-22](#)



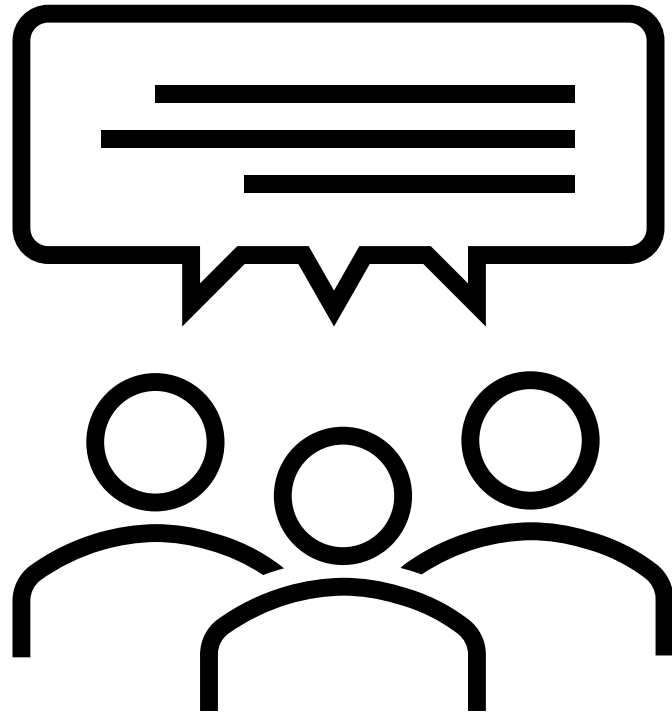
Market Based Solutions Study

- Explore viable market-based EE solutions for RI
- May be able to drive significant energy savings without significant budget growth
- Example: Metered Energy Efficiency Transaction Structure (MEETS)
 - Building operators sell metered EE savings to utilities
 - Seeks to deliver benefits from comprehensive building upgrades and ongoing O&M to all involved parties

Reference:
[2023 Budget Memo 7-28-22](#)



Council Member Discussion



- How do you envision the Council contributing to achieving state climate goals?
- How can the Council best engage with entities involved in climate-related initiatives, such as Rhode Island Energy, Office of Energy Resources, Executive Climate Change Coordinating Committee (EC4), and others?
- What would be the goals, target audiences, and key messages of an efficiency and public awareness campaign led by the EERMC?
- To what activities would you like to see the EERMC allocate funds within its 2024 budget?

25 MINUTES



UPDATES TO LEAST COST PROCUREMENT STANDARDS

Discussion Facilitated by the Consultant Team



5 MINUTES



PUBLIC COMMENT

