



EERMC Councilor Learning, Education & Advancement Discussion 2023 Session #1 Agenda

Monday, May 1, 2023 | 1:00 – 4:00 PM

President’s Dining Room, Donovan Dining Center
 Rhode Island College, 600 Mt. Pleasant Ave, Providence, RI 02908

AGENDA

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

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 EERMC support, opposition, or modification of each proposed update.

DISCUSSION PROMPTS

Brand & Communications

- What do you see as the Council's value to Rhode Island energy consumers?
- What role should the EERMC play in energy related messaging to consumers? How does it fit with existing efforts by Rhode Island Energy and others?
- Who are the EERMC's outreach audiences? What is their level of awareness of the EERMC?
- What is the most important message you want consumers to take away about the EERMC?
- What potential challenges do you foresee in implementing and sustaining enhanced communications?
- What will success look like? How will we know we've implemented a successful communications plan?

Energy Efficiency and Climate Initiatives

- 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?

Least Cost Procurement Standards

- Do you have clarifying questions about the purpose, function, or scope of the LCP Standards?
- Do you have clarifying questions about any of the proposed updates discussed at the April Council meeting?
- To what extent do you support or have concerns about each of the proposed updates?
- Are there any additional updates that you feel the Council should propose?

RESOURCES

Brand & Communications

- [EERMC Branding and Comms RFP Draft](#)
- [Advocacy Solutions Technical Proposal](#)
- [Advocacy Solutions Presentation 4-20-23](#)

Energy Efficiency and Climate Initiatives

- [Executive Climate Change Coordinating Council \(EC4\) Website](#)
- [Act on Climate](#)
- [2022 Climate Update](#)
- [2023 Budget Memo 7-28-22](#)

Least Cost Procurement Standards

- [LCP Standards C-Team Presentation 4-20-23](#)
- [Least Cost Procurement Standards](#)
- [RI EERMC Member Handbook](#)