



STATE OF RHODE ISLAND

**ENERGY EFFICIENCY &
RESOURCE MANAGEMENT COUNCIL**

CONSULTANT TEAM

EERMC Energy Efficiency and Climate Public Awareness Campaign

Budget Reallocation & RFP

Presented By: EERMC Consultant Team

Date: June 15, 2023



Outline

2023 Budget Reallocation Proposal

RFP Overview

Vote Consideration

Discussion



Proposed Reallocation of Funds

2023 approved EERMC budget included:

- \$25,000 for K-12 Energy Education
- \$35,000 for EE & Climate Awareness Campaign (later removed, to be included in 2024 budget)

Education Committee recommends:

- \$25,000 should be reallocated from K-12 Energy Education to EE & Climate Public Awareness Campaign
- Public Awareness Campaign should be divided into two phases
 - Phase 1: Research & Design (2023)
 - Phase 2: Implementation & Evaluation (2024)



EE & Climate Public Awareness Campaign

Phase 1: Research & Design

Phase 1 Scope of Work *(to be completed in 2023):*

- Conduct literature review & supplemental market research
- Survey and build on existing outreach efforts in Rhode Island
- Facilitate identification and honing of strategic objectives, target audiences and key messages
- Conceptualize and design a multi-dimensional public awareness campaign
 - Likely including a variety of outreach elements and platforms such as video, web, social media, in-person events, print media, etc.
- Develop engagement goals along with systems and metrics for measuring and tracking engagement



EE & Climate Public Awareness Campaign

Phase 2: Implementation & Evaluation

Phase 2 Scope of Work* *(to commence and be completed in 2024):*

- Implement public awareness campaign developed in Phase 1
- Integrate campaign with existing EERMC public outreach events
- Utilizing key performance indicators established in Phase 1, evaluate and report on outcomes, including any recommendations for follow-up activities

* Would be a contract extension contingent on approval of 2024 budget by the RI Public Utilities Commission



EE & Climate Public Awareness Campaign

Proposed Timeline

EE & CLIMATE PUBLIC AWARENESS - NEW		Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
RFP	-- Draft RFP	2023												
	-- VOTE on RFP, Issue RFP	2023						6/15						
	-- Proposals Due	2023							7/5					
	-- Committee Reviews	2023												
	-- VOTE to Select Vendor	2023								8/17				
	-- Draft & Execute Contract	2023												
Phase 1	-- Phase 1 (Research & Design)	2023												
	-- Complete & Present Phase 1 Deliverables	2023												12/21
Phase 2	-- Vote to Extend Contract (or re-bid)	2024												
	-- Phase 2 (Implementation)	2024												
	-- Complete & Present Phase 2 Deliverables	2024												



Potential Votes Today

Vote on reallocation of funds

- Reallocate \$25,000 from K-12 Energy Education to EE & Climate Public Awareness Campaign

Vote on draft RFP

- For professional services to design and implement an EE & Climate Awareness Campaign



Council Member Discussion

