



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: July 20, 2023



# Outline

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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 |  | Year | Jan | Feb | Mar | Apr | May | Jun | Jul  | Aug  | Sep  | Oct | Nov | Dec |
|-------------------------------|--|------|-----|-----|-----|-----|-----|-----|------|------|------|-----|-----|-----|
| RFP                           | -- Draft RFP                               | 2023 |     |     |     |     |     |     |      |      |      |     |     |     |
|                               | -- <b>VOTE on RFP, Issue RFP</b>           | 2023 |     |     |     |     |     |     | 7/20 |      |      |     |     |     |
|                               | -- Proposals Due                           | 2023 |     |     |     |     |     |     |      | 8/18 |      |     |     |     |
|                               | -- Committee Reviews                       | 2023 |     |     |     |     |     |     |      |      |      |     |     |     |
|                               | -- <b>VOTE to Select Vendor</b>            | 2023 |     |     |     |     |     |     |      |      | 9/14 |     |     |     |
|                               | -- Draft & Execute Contract                | 2023 |     |     |     |     |     |     |      |      |      |     |     |     |
| Phase 1                       | -- Phase 1 (Research & Design)             | 2023 |     |     |     |     |     |     |      |      |      |     |     |     |
|                               | -- Complete & Present Phase 1 Deliverables | 2023 |     |     |     |     |     |     |      |      |      |     |     |     |
| 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

