



Learning, Education, and Advancement Discussion Session

Draft Meeting Minutes

Monday, April 29, 2024 | 1:00 - 4:00 PM

Members in Attendance: Harry Oakley, Kurt Teichert, Sue AnderBois, Priscilla De La Cruz, Peter Gill Case

Others in Attendance: Steven Chybowski, Georgia Cheney, Toby Ast, Katie Critelli, Craig Johnson, Rachel Sholly, Emily Koo (arrived at 1:59 p.m.), Amanda Barker (arrived at 3:15 p.m.), Megan McAllister (virtual), Seth Gordon (virtual), Maggie Hogan (virtual)

1. Chair Oakley called the meeting to order at 1:09 p.m.

2. **Public Comment**

None.

3. **Introduction & Icebreaker**

Ms. Sholly reviewed the agenda and addressed a couple housekeeping items. Mr. Chybowski notified the Council that not enough members were in attendance for a quorum. Then, Vice Chair Gill Case began with an ice breaker, where several Council Members shared their personal and/or professional experiences with energy efficiency programs. These stories ranged from homeowners undergoing home energy audits, renters struggling with having landlords update to more efficient systems, and professional experiences including gathering data and addressing constituents.

4. **Future of Gas Docket Update**

a. **Stakeholder Committee Update for Consultant Team**

Mr. Johnson presented an overview of the Future of Gas Docket proceedings which last met on March 21, 2024. Stakeholders had policy discussions, including procurement of natural gas, gas investments, PUC frameworks, the obligation to serve, ratemaking and cost recovery, moratoriums and line extensions, implementation framework, affordability and transition, hydraulic feasibility/managed transition, renewable natural gas (RNG), clean heat standards, biofuels and compliance plan obligations and timing. APEX was the facilitator.

b. **Discussion Facilitated by Consultant Team**

Mr. Johnson asked the EEC for input on how to communicate policy discussions to the public. Council Member De La Cruz raised the issue of job transitions and the importance of equality between existing gas jobs and newly created green jobs, i.e., a *just* transition. Council Member AnderBois brought up the issue of unions and specific



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jobs such as pipefitters in the energy transition. Mr. Chybowski shared that the state of Washington has legislation on energy efficiency that may be worth reviewing as it redefines their programming to focus on decarbonization and that Massachusetts created a new office dedicated to the energy transformation.

5. Energy Efficiency & Climate Public Awareness Campaign

a. Discussion Framing by Consultant Team

The marketing and communication plan will be developed by PivotPath. There will be two phases: development and implementation. They would like at least one Council Member to attend the bi-weekly project management meetings and Council Member De La Cruz and Vice Chair Gill Case volunteered to do so.

b. Discussion Facilitated by Consultant Team

Chair Oakley raised the question of how EEC information is disseminated (email, social media, etc.). Council Member Teichert clarified that the primary objective is to increase participation in energy efficiency programming and awareness rather than promoting the council itself. Chair Oakley agreed and explained that goals are awareness and straightforward instructions on achieving energy efficiency. Raising EEC awareness on social media was also discussed and the importance of conveying the authenticity of the EEC was emphasized, as the Council could help serve as a trusted entity for the public. Council members discussed different marketing strategies. Ms. AnderBois suggested the role of energy efficiency as part of the larger climate conversation. Chair Oakley reinforced the importance of the association between EEC's logo and authenticity. Council Member De La Cruz wants to break down the stigma of these goals being complicated. Goals for phase one were discussed, including a brief mention of having a tag line. Council Member Teichert raised the idea to focus on underserved areas. He also stressed the importance of partnerships with trusted sources when trying to reach and connect with underserved areas.

6. Building Decarbonization Bill & Potential Vote to Support Letter

a. Presentation by Emily Koo, Acadia Center and Amanda Barker, Green Energy Consumers Alliance

Ms. Koo introduced the Building Decarbonization Bill and summarized the main points of the first part of the bill which require large buildings to report energy usage in a tiered three-year timeline. Ms. Barker introduced the second section of the bill which focuses on all-electric new construction.



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b. Discussion Facilitated by Consultant Team & Potential Vote

Council Member De La Cruz asked the advocates about aggregate data. They responded that OER would be responsible for capturing data as well as any consequences for those not in compliance with the data requirements. Ms. Koo suggested that anyone could come to the hearing on 5/1/2024 to show support for the bill.

7. Chair Oakley adjourned the meeting at 4:15 p.m.

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