

# EDUCATION COMMITTEE DRAFT MEETING MINUTES

Monday, August 5, 2024 | 10:30 - 11:30 AM

The Nature Conservancy, 159 Waterman St, Providence, RI 02906

With remote participation available via Zoom.



**Members in Attendance:** Peter Gill Case, Kurt Teichert, Sue AnderBois

**Others in Attendance:** Steven Chybowski, Georgia Cheney, Katie Critelli, Kate Venturini Hardesty, Rachel Sholly, Theo Smith (virtual), Toby Ast (virtual), Kaeley Skakalski (virtual), Brett Feldman (virtual), Emily Koo (virtual), Elizabeth Oke (virtual), Justin Oshak (virtual)

## 1. Call to Order

Vice Chair Gill Case called the meeting to order at 10:35 a.m.

## 2. Vote on Meeting Minutes

Council Member Teichert motioned to approve the June 28, 2024 Education Committee Meeting Minutes. Council Member AnderBois seconded. All in favor, none opposed, and the meeting minutes were approved.

## 3. HEZ Event Debrief & 2025 URI Proposal

Ms. Venturini Hardesty debriefed on the Health Equity Zone (HEZ) event. URI is focusing efforts based on findings from the non-participant studies. Her presentation at the HEZ event was very well received and the audience was primarily health sector practitioners interested in learning more and getting involved in how energy programs can be a health solution. Ms. Sholly, Ms. Koo, and Mr. Feldman all commented about enjoying the opportunity to participate in this event and that the energy topics were well-received.

Ms. Venturini Hardesty then presented the Scope of work on the URI Proposal for 2025. After learning about daily challenges through new and existing relationships, the scope and numbers changed based on suggestions and needs. Ms. Venturini Hardesty wants to ensure proper resources are allocated to be successful. Understanding the connection between social determinants of health and energy efficiency is especially crucial. She discussed the idea to develop a tool to help identify the separate agencies for a Community of Practice. Vice Chair Gill Case discussed the budgetary numbers and suggested that all money could go to the Community of Practice initiative and having the other tasks to grow out of that organically, aside from the lecture series funds. Council Member AnderBois noted it's a pilot and the budget can be adjusted in the future based on feedback. The Council will be hands-on and see how the money is being managed. Council Member Teichert clarified that the budget classifications won't be as strictly defined, but the EEC and URI will determine and agree upon deliverables.

## 4. Public Awareness Campaign

Ms. Sholly introduced Ms. Oke. Ms. Oke explained that PivotPath met with RI Energy for synergy on energy efficiency materials. PivotPath suggested pivoting the campaign, so the EEC and RI Energy's messages are aligned so as not to confuse the public. They will continue with "You Have the Power" as the creative message. Vice Chair Gill Case thanked PivotPath for listening and adjusting the development of the campaign as needed. He suggested focusing on one audience segment. Council Member Teichert thought the plan was to focus on underserved communities rather than expanding the audience. Council Member AnderBois agreed. Council Member Teichert suggested reminding ratepayers that they have already spent this money through the surcharges on their energy bills. Ms. Oke asked about using actual footage and asked Ms. Venturini Hardesty if URI has anything like that. She suggested that URI fellows may be able to capture videos at future events. Mr. Chybowski mentioned using the OER Communications team to assist with these tasks as well. Ms. Sholly mentioned we have people to capture footage and people to edit footage and now we need places and events to capture.

## 5. Upcoming Meetings

- Friday, September 6<sup>th</sup> at 8:30 a.m.
- Friday, October 4<sup>th</sup> at 8:30 a.m.
- Friday, November 1<sup>st</sup> at 8:30 a.m.
- Friday, December 6 at 8:30 a.m.

## 6. Public Comment

*Emily Koo, the Acadia Center*

Ms. Koo commented that the EEC could also explore what the Council's role could be regarding legislation and policy. She commented that informational campaigns targeting advocates would be different than those targeting residential customers.

## 7. Adjournment

Vice Chair Gill Case adjourned at 11:30 a.m.