

MEMO

CONSULTANT TEAM

TO: Energy Efficiency Council
FROM: EEC Consultant Team
CC: Office of Energy Resources
DATE: September 26, 2024
RE: September 26th EEC Meeting Briefing Memo



PURPOSE OF BRIEFING MEMO

The purpose of this briefing memo is to assist Councilors with digesting the many materials and decisions they may need to make at each meeting. It follows a similar format to the official meeting agenda so Councilors can follow along throughout the meeting. For each agenda item, this memo will highlight key considerations for the Council and clearly indicate what actions (if any) the Council needs to take. The Consultant Team (C-Team) has worked with the Office of Energy Resources (OER) to also incorporate the content that Councilors are used to seeing in the “Recommended Vote Language” document. This ensures the Council has a single point of reference during meetings. This memo will also note any supplemental materials that are provided, but not associated with, specific agenda items. The C-Team and OER welcome any feedback on the format and content.

6. COUNCIL BUSINESS

6A. DISCUSSION AND POTENTIAL VOTE TO LAUNCH ENERGY EFFICIENCY AND CLIMATE PUBLIC AWARENESS CAMPAIGN

Key Considerations

- PivotPath’s presentation will cover visual display ads, media plan, landing page, and key performance indicators.
- The Project Management Team and the Education Committee have been working with PivotPath since April to identify and refine objectives, target audiences, key messages, calls to action, creative concepts, landing page copy, KPIs, and a media plan.
- The campaign will run from October through December 2024 and include visual and audio ads targeting low- and low-to-moderate income Rhode Islanders.
- The Council has approved \$75,000 in the 2025 budget for continued marketing work, either via a contract extension with PivotPath, or by going out to bid to consider other vendors.

Discussion Questions

- Do the campaign elements presented adequately capture the Council’s messaging objectives?
- Are there any adjustments that **must** be made for the Council to feel comfortable launching the campaign?
- What suggestions would you offer for consideration for the next iteration of this campaign in 2025?

Council Actions

Required Vote

Potential Vote

No Vote

Recommended Vote Language

- **A motion to approve the Campaign:** A motion to approve the elements of the Energy Efficiency and Climate Public Awareness Campaign as presented by PivotPath and authorize PivotPath to launch the campaign on behalf of the Council and under the guidance of the Project Management Team.
- **A motion to approve the Campaign, with amendments:** A motion to approve the elements of the Energy Efficiency and Climate Public Awareness Campaign with the following amendments *{state amendments}* and authorize PivotPath to launch the campaign on behalf of the Council and under the guidance of the Project Management Team.

7. PROGRAM OVERSIGHT

7A. RHODE ISLAND ENERGY PRESENTATION ON THE FINAL DRAFT OF THE 2025 ENERGY EFFICIENCY PLAN

Key Considerations

- This presentation covers information on the final draft of the 2025 EE Plan, including sector-level savings and budgets
- The presentation explains notable changes related to
 - Electric C&I lifetime savings
 - Gas C&I lifetime savings
 - International Energy Conservation Code (IECC) 2024 impacts
 - Non-ratepayer funding coordination
- It also includes some information on the Final Equity Working Group Report

Discussion Questions

- There is a dedicated agenda item for Council discussion on Rhode Island Energy and the Consultant Team's presentations on the final draft of the 2025 Energy Efficiency Plan. Please see discussion questions under Item 7.c.

Council Actions

Required Vote

Potential Vote

No Vote

7B. CONSULTANT TEAM PRESENTATION AND DISCUSSION OF THE UPDATED DRAFT OF THE 2025 ENERGY EFFICIENCY PLAN

Key Considerations

- Key portfolio savings and budget numbers are presented, highlighting 2025 Plan compared to 2024 Plan and 2023 Actuals
- Program, Sector, and Portfolio Benefit Cost Ratios indicate all programs and portfolios are cost-effective
- The Plan is at least partially responsive to all Council priorities
- Areas for further consideration are highlighted
- Regulatory process post Plan highlights opportunities for further input

Discussion Questions

- There is a dedicated agenda item for Council discussion on Rhode Island Energy and the Consultant Team’s presentations on the final draft of the 2025 Energy Efficiency Plan. Please see discussion questions under Item 7.c.

Council Actions

Required Vote

Potential Vote

No Vote

7C. COUNCIL DISCUSSION AND VOTE ON THE 2025 ANNUAL ENERGY EFFICIENCY PLAN

Key Considerations

- Rhode Island Energy and the Consultant Team have presented on the final draft of the 2025 Plan, with key considerations for Council vote highlighted
- The Council must vote whether or not to endorse the 2025 EE Plan, vote options are listed below
- The Council may raise outstanding concerns through a variety of methods in the 2025 EE Plan Docket after the Plan is filed

Discussion Questions

- What aspects of the Plan does the Council still have concerns with?
- How would the Council like to raise outstanding concerns in the Docket for the Plan?
- Are there concerns the Council has but feels are best to be addressed through future collaboration with the Company as opposed to raising directly in the Docket?
- Do Councilors have any questions regarding regulatory review of the 2025 Annual Plan and/or any Council filings in the docket?

Council Actions

Required Vote

Potential Vote

No Vote

Recommended Vote Language

- 1. **Endorse the 2025 Plan.** Endorsement may also list Council’s concerns that didn’t prevent endorsement but warrant mentioning in the Plan Docket.
- 2. **Endorse the 2025 Plan but decline to join any Settlement of the Parties.** Represents a strong statement of the Council’s concerns, which may be mentioned in the Plan Docket.
- 3. **Not endorse the 2025 Plan but indicate that if specific condition(s) are met it would be endorsed.**
- 4. **Not endorse the 2025 Plan and provide a list of reasons why it was not endorsed** for PUC consideration in its final review of the 2025 Plan.

7B. CONSULTANT TEAM PRESENTATION ON THE COST-EFFECTIVENESS REPORT FOR THE 2025 ANNUAL ENERGY EFFICIENCY PLAN

Key Considerations

- Least Cost Procurement Standards require that the Council submit a report on its assessment of the cost-effectiveness of the 2025 Annual Plan
- The report must be filed within three weeks of the Plan filing
- The C-Team will prepare this report for consideration by the Council at the October meeting, which will fall within the three-week deadline

Discussion Questions

- What does the report need to include?
- Are there any changes to the report that the C-Team is contemplating compared to prior iterations?

Council Actions

Required Vote

Potential Vote

No Vote

SUPPLEMENTAL MATERIALS

MONTHLY DATA SNAPSHOT

The Company’s process for transitioning from its legacy data-reporting systems to its new one is continuing to take longer than initially expected. The C-Team will begin distributing Monthly Data

Snapshots to the Councilors again as soon as possible once the Company's data reporting system transition is complete.

COUNCIL CALENDAR OF EVENTS

The Consultant Team has provided an update to the Council's Calendar of Events which includes meeting dates, topics, and milestones for planning activities related to the 2025 EE Plan.

INITIAL DRAFT OF OCTOBER 16TH COUNCIL MEETING AGENDA

An initial draft of the October 16th Council meeting agenda is included with the Council meeting materials. Councilors are welcome to share any feedback.

COUNCIL NEWSLETTER

The Consultant Team will be providing a September iteration of the Newsletter to the Council. The purpose of the Newsletter is to keep Councilors apprised of activities and developments that are relevant to the Council's interests, but that may not be able to be covered as topics on Council meeting agendas. The Newsletter covers a wide variety of topics such as updates on Future of Gas Docket proceedings, Equity Working Group and Executive Climate Change Coordinating Council (EC4) meetings, relevant regional energy news, and upcoming energy events.

CONSULTANT TEAM QUARTERLY PREVIEW REPORT

The Consultant Team will be providing a quarterly preview of upcoming work and activities over the final quarter of 2024. This material is expected to be available in time for the meeting.