

EDUCATION COMMITTEE DRAFT MEETING MINUTES

Friday, December 6, 2024 | 8:30 - 9:30 AM

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

with remote participation available via Zoom.



Members in Attendance: Peter Gill Case, Sue AnderBois, Kurt Teichert (arrived at 8:35 a.m.)

Others in Attendance: Georgia Cheney, Steven Chybowski, Craig Johnson, Rachel Sholly, Jeanine Silversmith, Toby Ast (virtual), Brett Feldman (virtual), Theo Smith (virtual)

1. Call to Order

Vice Chair Gill Case called the meeting to order at 8:33 a.m.

2. Vote on Meeting Minutes (5 min – 8:30-8:35am)

- November 1, 2024

Council Member AnderBois motioned to approve the November 1, 2024 Education Committee meeting minutes. Vice Chair Gill Case seconded. All in favor, none opposed.

3. Public Awareness Campaign (15 min – 8:35-8:50am)

Ms. Sholly shared that PivotPath has provided a data report on the energy efficiency awareness campaign for the Committee's review. The clickthrough rates on the display ads are doing very well. Display ads are advertisements on websites including news sites. A .25% is the benchmark clickthrough rate, so the above that is generally a good rate. PivotPath is able to track which ads are getting the most clicks and engagement. Council Members asked if there have been any correlated increases in energy audits scheduled, which would be data that could be provided by Rhode Island Energy.

Mr. Chybowski shared that the Council's contract with PivotPath was executed in April for a one-year term so the Council has some time in 2025 to consider next steps with the awareness campaign initiative. Rhode Island Energy's analytics show that 23 users were referred from the EEC site to rienergy.com as preliminary data. 90% of visitors to the EEC website are coming through the awareness campaign landing page. Council Member Teichert asked how our advertisement numbers compare to Rhode Island Energy's advertisement numbers. MS. Sholly asked if she should facilitate a follow-up meeting between Rhode Island Energy and PivotPath to compare numbers and ensure that the campaign is complementing RIE's existing efforts.

4. Legislator Briefing Working Session (30 min – 8:50-9:20am)

Council Member AnderBois said that legislators are willing to provide an hour of their time for a presentation and discussion with Council Members on energy efficiency and she has gotten several RSVPs already. The preference is for the presentation to be virtual. Council Member Teichert recommends breaking the presentation into sections to pause to give the audience opportunities for discussion and asking questions. Council Member Teichert also recommended captioning photos so the audience knows what they are seeing. Committee Members discussed and reviewed the slides in the draft presentation and they commented that 2005 is a key starting year as a benchmark because the least-cost procurement law was established in 2006.

5. Upcoming Meetings (5 min – 9:20-9:25am)

- Friday, January 3, 2025 @ 8:30-9:30 AM

All materials associated with the Energy Efficiency Council are the work of the "Energy Efficiency and Resource Management Council" and any public meeting materials posted on the RI Secretary of State website should be searched using that title.

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- Friday, February 7, 2025 @ 8:30-9:30 AM
- Friday, March 7, 2025 @ 8:30-9:30 AM
Vice Chair Gill Case has a conflict on February 7th, but the date and time works for the other committee members. He may also have a conflict March 7th, but can follow up at a later date.

6. Public Comment (5 min – 9:25-9:30am)

Theo Smith, Public Utilities Commission

Mr. Smith asked if the Council or Committee has considered adding a disclaimer that these materials were prepared using ratepayer funding.

Jeanine Silversmith, Rhode Island Environmental Education Association

Ms. Silversmith agrees that a meeting with legislators should be entirely virtual for best accessibility and attendance. She also commented that the drafted “energy efficiency is a resource” slide could get rid of the colors and just be line graphs.

She recommends calling any k-12 materials from the Council as “resources,” as anything considered a “curriculum” needs formal approval from the Rhode Island Department of Education.

7. Adjournment

Vice Chair Gill Case adjourned the meeting at 9:33 a.m.

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