

EDUCATION COMMITTEE DRAFT MEETING MINUTES

Friday, January 3, 2025 | 8:30 – 9:30 AM

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

With remote participation available via Zoom.



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

Others in Attendance: Steven Chybowski, Katie Critelli, Craig Johnson, Rachel Sholly, Emily Koo, Leigh Edie (virtual), Kate Felder (virtual), Brett Feldman (virtual), Chris Kearns (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

Council Member Teichert motioned to approve the December 6th, 2024 Education Committee Meeting Minutes. Council Member AnderBois seconded. All in favor, none opposed, and the minutes were approved.

3. Annual Report Executive Summary

Ms. Sholly shared a larger size version of the executive summary. She is planning to print next week and would like feedback by Monday at the latest. Vice Chair Gill Case spoke about how energy efficiency is tied to resiliency and savings and that he wants to bring that value into focus in the new year. He also suggested reordering the numbers by the most impressive numbers first. Council Member Teichert suggested making a note at the bottom that the data is most recent full-year available (2023). Other layout changes were discussed. The cost for 300 booklets is \$345.

4. Energy Efficiency Education Slides Working Session

Council Member AnderBois confirmed that these are educational briefings. She would prefer not to go through each slide today. The slides will note that the consultants assisted in preparing the presentation. Council Member De La Cruz will also be included in the presentation. These sessions will not be recorded. A separate session may be recorded in the future, based on the feedback from these sessions.

5. Public Awareness Campaign Update

Ms. Sholly shared that the campaign has been paused with the end of the calendar year. The contract with the vendor is still in place until April. Ms. Sholly reiterated PivotPath's idea to "market survey" visitors to the website to glean the interest and simplify directing them to programs and topics of their interest. Mr. Johnson brought up the budget number of \$75k, how to much to allocate to the current efforts. Council Member AnderBois liked how PivotPath has learned about the Council. Vice Chair Gill Case liked how they explained the data, how the results were quantified, but he would like to cast the net a bit wider; the results show a small subset of the larger message

and campaign. Mr. Johnson said that Pivot Path's December presentation has "next steps for 2025"; the EEC could ask Pivot Path for a detailed proposal on that.

Ms. Felder and Ms. Edie from RI Energy shared some of RI Energy's media outreach in relation to each of PivotPath's ideas. Mr. Feldman is glad to collaborate and shared that the PUC asked about this campaign during the hearings. Council Member AnderBois suggested having RI Energy present to the full EEC on the outreach campaign, highlighting which channels are the most successful. Ms. Felder is glad to share all the data. Vice Chair Gill Case shared that the RI Energy data could show whether or not there was an uptick in audits during this campaign. Council Member Teichert recalled expressing concern over the redundancy on the ads and suggested fine-tuning the ads.

6. Public Comment

Mr. Feldman asked about scheduling and logistics for the legislator efficiency education presentations.

7. Upcoming Meetings

- Friday, February 7, 2025 at 8:30 AM-9:30 AM
- Friday, March 7, 2025 at 8:30 AM-9:30 AM

8. Adjournment

Vice Chair Gill Case adjourned the meeting at 9:32 a.m.