

EDUCATION COMMITTEE DRAFT MEETING MINUTES

Friday, February 7, 2025 | 8:30 - 9:30 AM

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

With remote participation via Zoom.



Members in Attendance: Sue AnderBois, Kurt Teichert

Others in Attendance: Steven Chybowski, Georgia Cheney, Brett Feldman, Rachel Sholly, Craig Johnson, Elizabeth Oke (virtual), Peter Gill Case (virtual), Emily Koo (virtual), Theo Smith (virtual)

1. Call to Order

Council Member AnderBois called the meeting to order at 8:34 a.m.

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

Council Member AnderBois motioned to approve the January Education Committee Meeting Minutes. Council Member Teichert seconded. All in favor, none opposed, and the January Education Committee Meeting Minutes were approved.

3. 2025 Public Awareness Campaign (20 min – 8:35-8:55am)

Elizabeth Oke from PivotPath presented on their proposal for continued public awareness campaign work in 2025. She thinks that the campaign may have had too narrow of a call to action and that we can broaden the effort with different options and help raise the awareness and trust of the Council. PivotPath is proposing to spend time on landing page development and creating a resource guide with EEC-branded energy efficiency information. This new approach would look to use a Customer Resource Management (CRM) system which could be provided by PivotPath to build out a list of engaged contacts. The proposal would still invest most of the funding towards paid media.

Ms. Oke confirmed that all of the marketing that they do is targeted to income-based populations. PivotPath is able to reallocate funds in real time to target different populations. Council Member AnderBois asked how this effort could be synergistic with the proposed Community of Practice activity. Ms. Sholly commented that it's not a bad thing for the same message to come from multiple sources. Mr. Feldman shared that the utility is happy to stay engaged and coordinate on these efforts and clarified that CRM information gathered could be shared with the utility for further program engagement.

4. Legislator Briefing Follow-Up (5 min – 8:55-9:00am)

Council Member AnderBois shared a recap of the briefing on energy efficiency with legislators. She shared that the legislators were engaged and asked good questions. In her presentation, she made it clear that the presentation was intended to be informational and educational, and that there were no specific asks of the legislature, which the audience seemed to appreciate.

5. Possible Topics for March Education Committee Meeting (5 min – 9:00-9:05am)

Ms. Sholly shared potential ideas for the March meeting. Council Member AnderBois would like to start a conversation on the annual report at the next meeting as Council Members often have ideas for improvements to the report, but run out of time to implement them within the year.

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6. Upcoming Meetings (5 min – 9:05-9:10am)

Council members noted that the upcoming meeting date proposals work for them at this time.

Council Member Teichert suggested the idea of changing the day of the week or time as an item for discussion at a future meeting.

7. Public Comment (5 min – 9:10-9:15am)

None.

8. Discussion of Education Contracts (15 min – 9:15-9:30am)

Council Member AnderBois motioned to enter an Executive Session (i.e. closed meeting) pursuant to R.I. Gen. Laws § 42-46-4(a). The business to be discussed and the statutory purpose of an Executive Session is, as stated in RIGL § 42-46-5(a)(7), “A matter related to the question of the investment of public funds where the premature disclosure would adversely affect the public interest.” Council Member Teichert seconded. All in favor, none opposed.

9. Adjournment

Council Member AnderBois adjourned the meeting at 9:42 a.m.