

# Using Science Communication to Improve Public Awareness of Energy Efficiency Policy

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# Introduction

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## Who is the EERMC?

“The Council’s mission is to serve Rhode Islanders in their homes and businesses. We represent your needs by providing integrated, comprehensive stakeholder feedback about energy decisions. Our goal is to ensure Rhode Islanders are getting the least expensive and most environmentally healthy energy supply through energy efficiency, conservation, and resource management.”



STATE OF RHODE ISLAND  
**ENERGY EFFICIENCY &  
RESOURCE MANAGEMENT COUNCIL**

# Science Communication Fundamentals



EERMC seeks increased public awareness



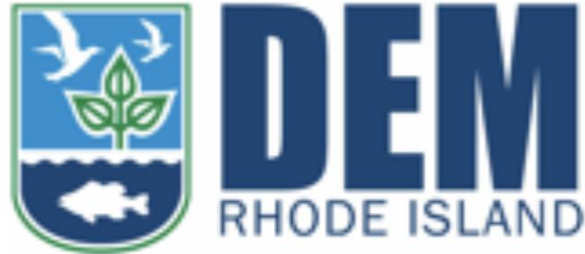
Generally, there is a lack of communication between state agencies and the public



Science communication is different than other communication.

1. Engaging
2. Informative
3. Digestible

Lesson 1:  
Beware of the  
E acronyms



**Rhode Island  
Energy™**  
a PPL company



**RIEC<sup>4</sup>**



STATE OF RHODE ISLAND  
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The EERMC is responsible for advising state agencies on energy efficiency policy matters



RI is rapidly advancing in climate policy



*Lots* of agencies having *lots* of meetings & making *lots* of policy decisions

Challenge 1:  
Too many  
meetings!

# Solution: Quarterly Newsletter

## EERMC NEWSLETTER RHODE ISLAND JULY 2023

### BUDGET BILL

The Rhode Island General Assembly passed the 2024 budget bill on June 9th, which included an amended Article V: An Act Relating to Energy and the Environment. Read more on page 4.

### FUTURE OF GAS

The Stakeholder Committee met on May 30th & June 20th. E3 Modelling discussed gas consumption models, and stakeholders engaged in discussions on potential barriers to meeting the Act on Climate, different technological scenarios, guiding principles, and more. Read more on page 3.

### EQUITY WORKING GROUP

The RI Energy Efficiency Equity Working Group kicked off its third year of activities. Read more on page 5.

### EC4 UPDATE

The EC4 Science & Technical Advisory Board (STAB) met on May 16th to discuss the upcoming RFI and RFP for the 2025 Climate Strategy. They will also be creating a priority climate action plan by March of 2024 that focuses on cost estimates for clean energy projects eligible for EPA funding. The plan will center around equity, workforce planning and analysis, and open stakeholder engagement. The plan will also include comprehensive GHG scenario modelling, actionable strategy, and establish clear definitions and models for use through 2030. The RFI closed on June 15th, and the RFP will be developed through August and finalized by September.

### RIEC<sup>4</sup>

The EC4 Advisory Board met on May 31st to discuss additional RFP for equity and environmental justice for the EC4 and its sub-panels. As far as the 2025 C Strategy, the board established that the RFP will public engagement, GHG emissions reductions not benefits analyses, low-income community out workforce planning, health benefits and policy preparation of the final report. The board discussed workforce development opportunities, including Building Futures climate jobs apprenticeship, a high

### UPCOMING EVENTS

Environmental Business Council: [Energy Resources Committee Program Planning](#) - July 18

GECA: [Electric Vehicles 101 w/ OARI](#) - July 20

RIRRC: [Eco-Depot \(Providence\)](#) - July 22

Environmental Business Council: [Summer Garden Party](#) - August 3

## EERMC NEWSLETTER RHODE ISLAND SEPT 2023

### FUTURE OF GAS DOCKET

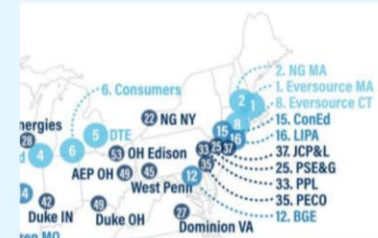
The Stakeholder Committee met on July 24th and August 31st to discuss scenario design, modelling parameters, innovative technologies, and more. Read more on page 2.

### EQUITY WORKING GROUP

The Rhode Island Energy Efficiency Equity Working Group convened for its second meeting to discuss weatherization barriers. Read more on page 4.

### EC4 UPDATE

The EC4 Advisory Board and Science and Technical Advisory Board briefly met to discuss program updates and other council business. Read more on page 5.



### ACEE 2023 UTILITY Energy Efficiency Scorecard

The American Council for an Energy Efficient Economy (ACEE) hosted a webinar regarding the 2023 edition of the

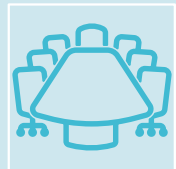
### UPCOMING EVENTS

URI [Plugged into Energy Lecture Series](#) - October 4, October 18

NEEP [Ready, Set, Scale Webinar](#) - 10/19

EBC [Moving Away from Metrics and Measured](#) - October 24

Green Energy Consumers Alliance [Annual Fall Meeting](#) - November 14



Confusion with other state agencies



RI has many efficiency, energy bill assistance, clean energy rebate program offerings



Most people are unaware of these programs' existence and/or the agencies that administer them

## Challenge 2: Importance of Clear Public Communication



Solution:  
Future  
Newsletters &  
the Council  
Rebrand



## Short Term

EERMC members are **informed** on energy news, events, and legislature

Advise state agencies and the public in making the **best decisions possible for RI's clean energy future**

**Better communication** with the public – get out the word about the EERMC and its resources



## Long Term

A **society that is well-informed** on renewable energy, energy efficiency, decarbonization, and more

Greater awareness surrounding **energy relief programs** as energy inequity and energy burdens continue to rise

RI achieves its **climate goals** and contributes toward climate change mitigation and **the clean energy transition** on multiple scales

## Outcomes



Questions?



More information:  
<https://rieermc.ri.gov/>



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Thank you!