

Year in Review: 2023 Public Outreach and Education Events



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URI Cooperative Extension

THE UNIVERSITY OF RHODE ISLAND
COLLEGE OF THE ENVIRONMENT AND LIFE SCIENCES
COOPERATIVE EXTENSION

PLUGGED INTO
ENERGY RESEARCH
LECTURE SERIES





Lecture B



Lecture A



Lecture C

PLUGGED INTO ENERGY RESEARCH

LECTURE SERIES



This year's theme is...

Energy Efficiency in the Marketplace: Communicating Value & Encouraging Participation

We know that energy efficiency saves money, conserves natural resources, and improves building performance and human health. So why doesn't everyone take advantage of reduced cost or free energy efficiency programs? Join us for the eighth annual Plugged Into Energy Research (PIER) lecture series where we will explore the answers to this question with research faculty, energy advocates, and industry experts.



Lecture A: Tuesday, September 19 | 6:00 - 7:30 p.m.
Energy Efficiency Unraveled: Analyzing Participation in Rhode Island's Incentive Programs



Lecture B: Wednesday, October 4 | 6:00 - 7:30 p.m.
Is The Price Right? Embracing Energy Efficiency in the Real Estate Market



Lecture C: Wednesday, October 18 | 6:00 - 7:30 p.m.
Wired for the Future: Navigating the Path to Electrification

Lectures are free and open to the public, but registration is required.
For more information and to register, please visit:
web.uri.edu/coopext/programs/energy/pier-lecture-series



SPEAKER PARTNERS

ILLUME

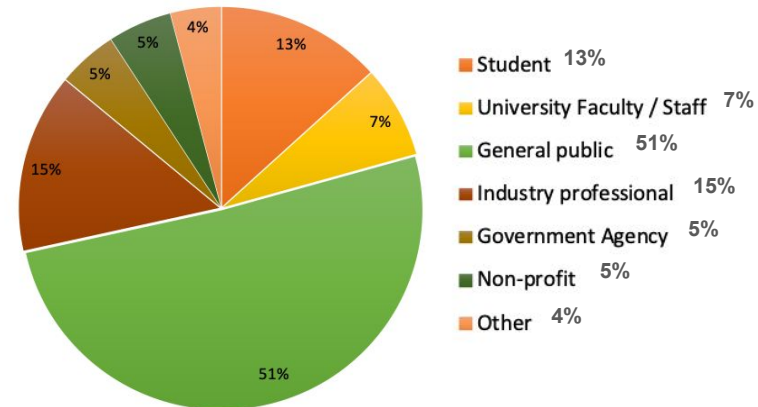


ATTENDEE CHARACTERIZATION

In-person attendees:
160

Livestream attendees:
482

Youtube views (as of 1/4/24):
553



PARTICIPANT SURVEY RESULTS

Following participation in the PIER lectures:

90%
of respondents
learned something
new



70%
of respondents
committed to taking
a new action

42% of respondents will schedule an
in-home energy audit

30% of respondents are inspired to learn more about electrification, building labeling,
renewable energy sources and grid integration

28% of respondents will budget for
weatherization upgrades for their home

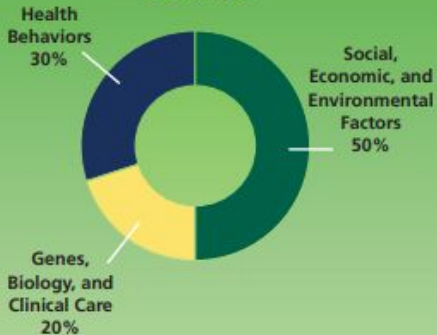


HEALTH EQUITY ZONES

Building healthy and resilient communities across Rhode Island



DETERMINANTS OF HEALTH

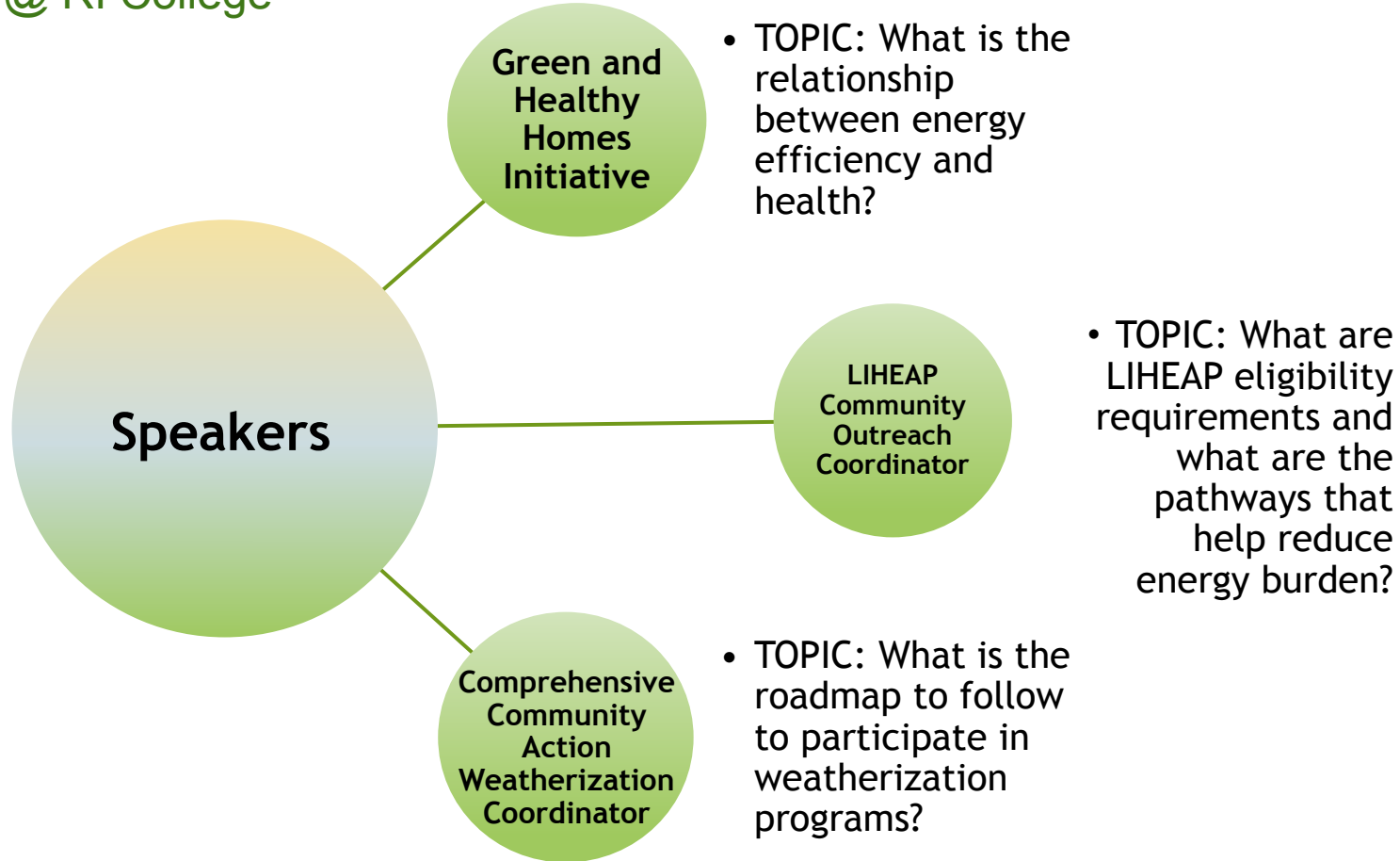




The HEZ Learning Community is the flagship training and technical assistance event, which convenes initiative stakeholders for shared learning on a regular basis.

HEZ Learning Community Event

August 10, 2023 @ RI College

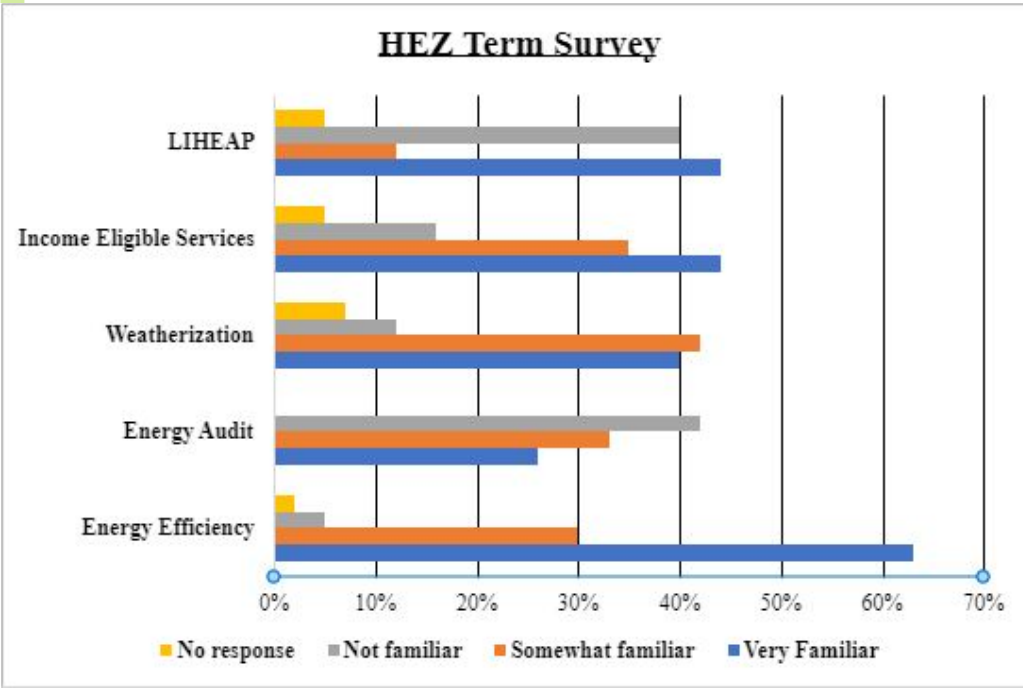


HEZ Learning Community Event

August 10, 2023 @ RI College

80 participants • 10 breakout groups

Pre-workshop survey results



Sample workshop discussion questions

How could new / existing programs be designed / updated and administered differently to better serve your community?

What actions are you willing to take to bring resources to your community (e.g. distribute informational materials, host a program sign up event, etc)?

ISSUES

SOLUTIONS

CHANGE AGENTS

Lack of awareness of energy efficiency programs by income eligible participants

Meet where the community is already congregating and distributing information (e.g. laundromats, schools, libraries, food pantries, churches).

Nourish relationships with organizations with different synergistic goals to engage diverse audiences and distribute information effectively (i.e. Meals on Wheels).

Absence of trust among community members concerning utility services

Identify early adopters in the community willing to participate in EE programs and support them until implementation is completed.

Empower ^ community members to share testimonials about their experience to build trust among non-participants.

Too few incentives to encourage landlords and rental property managers to make improvements

Develop and relay information targeted specifically to renters *and* property owners to address differences in motives for participation.

LIHEAP, CAP and HEZ Coordinators share EE program information with landlords at their typical touch points to underscore the importance of participation.

Community members often feel discouraged by paperwork and the term "low-income"

Consider standardizing language (e.g. changing "low-income" to "low and moderate income") to increase recognition and remove stigma.

Provide concierge-style assistance with forms at established community gathering spaces.

Health Equity Zones

Comprehensive Community Action Partnership

URI Cooperative Extension

QUESTIONS?

