



# Councilor Learning, Education & Advancement Discussion

## *2024 Session #1*

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Consultant Team Presentation

April 29, 2024

# Agenda



<b>12:45 – 1:00 PM</b>	<b>15 min</b>	<b>Arrival, Refreshments &amp; Welcome</b>
1:00 – 1:05 PM	5 min	Public Comment
1:05 – 1:30 PM	25 min	Introductions & Icebreaker Facilitated by Vice Chair Peter Gill Case – <i>How do you interact with EE programs in your professional and/or personal life?</i>
<b>1:30 – 2:25 PM</b>	<b>55 min</b>	<b>Future of Gas Docket Update</b>
1:30 – 1:45 PM	15 min	- Stakeholder Committee Update from Consultant Team
1:45 – 2:25 PM	40 min	- Discussion Facilitated by Consultant Team
<b>2:25 – 2:40 PM</b>	<b>15 min</b>	<b>Break &amp; Refreshments</b>
<b>2:40 – 3:25 PM</b>	<b>45 min</b>	<b>EE &amp; Climate Public Awareness Campaign</b>
2:40 – 2:45 PM	5 min	- Discussion Framing by Consultant Team
2:45 – 3:25 PM	40 min	- Discussion Facilitated by Consultant Team
<b>3:25 – 3:55 PM</b>	<b>30 min</b>	<b>Building Decarbonization Bill &amp; Potential Vote to Support Letter</b>
3:25 – 3:40 PM	15 min	- Presentation by Emily Koo, Acadia Center and Amanda Barker, Green Energy Consumers Alliance
3:40 – 3:55 PM	15 min	- Discussion Facilitated by Consultant Team & Potential Vote
<b>3:55 – 4:00 PM</b>	<b>5 min</b>	<b>Wrap Up</b>



# Public Comment

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*5 minutes*



# Introductions & Icebreaker

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*25 minutes*

# Introductions & Icebreaker



*How do you interact with EE programs in your professional and/or personal life?*



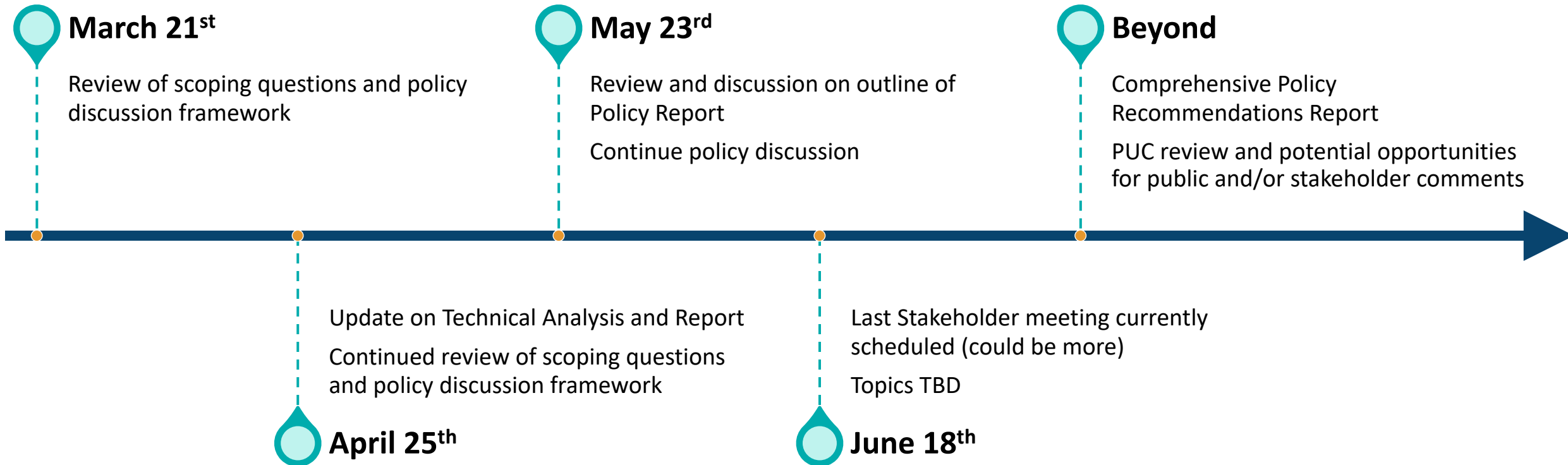
# Future of Gas Docket Update

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*55 minutes*

As a follow-up to the March presentation on the Future of Gas Docket proceedings, the Consultant Team will report on the two most recent stakeholder meetings and facilitate a discussion on policy implications and potential areas for Council input.

# Stakeholder Committee Update



# Policy Discussion Categories



- Procurement of Natural Gas
- Gas Investments
- PUC Framework
- Obligation to Serve
- Ratemaking and Cost Recovery
- Moratorium and Line Extensions
- Implementation Framework
- Affordability and Transition
- Hydraulic Feasibility/Managed Transition
- Renewable Natural Gas (RNG), Clean Heat Standards, BioFuels
- Compliance Plan Obligations and Timing



# Opportunities for Input



## Policy discussions at an active and early stage

- Opportunities for Council to provide input as Policy report is developed
- Focus on areas of greatest concern/highest impact

## Discussion to date focused on the following topics

- Fugitive Methane/Leakage Rates
- Workforce implications – decommissioning gas system / training up workforce on new technology
- Decommissioning gas system process
- Obligation to serve / customer choice
- Moratorium

# Discussion



- Should Rhode Island consider multiple Greenhouse Gas (GHG) accounting frameworks to make sure the State is not at risk to unforeseen changes to said frameworks in the future?
- What challenges or opportunities do you see for a managed versus an unmanaged transition?
- What do you think we should do with the gas system?
- Are there specific policy areas that the Council would like to weigh in on?



# Break

*15 minutes*



# Energy Efficiency & Climate Public Awareness Campaign

*45 minutes*

The Consultant Team will facilitate an internal discovery session to kick off the Council's Energy Efficiency and Climate Public Awareness Campaign. This focus group style conversation will gather Council member perspectives on goals, priorities, target audiences, and key messages to establish a foundation and direction for this effort. The selected vendor, PivotPath, will listen in but not participate.

# Objectives



- Design, develop and implement a comprehensive communication and marketing plan
- Inform, educate, engage and encourage stakeholder actions and activities
- Achieve energy efficiency, energy conservation, and energy resource diversification and management in Rhode Island

# Phase 1 – Research & Design

## *(Apr-Jun)*



Task 1 – Literature Review, Supplemental Research and Existing Outreach Assessment *(Weeks 1-2)*

Task 2 – Strategic Objectives and Key Messages *(Weeks 3-4)*

Task 3 – Campaign Conceptualization and Design *(Weeks 4-6)*

Task 4 – Media Plan Development *(Weeks 5-7)*

Task 5 – Engagement Goals and Metrics *(Weeks 6-8)*

# Phase 2 – Implementation, Reporting and Evaluation (*Jul-Dec*)



Task 6 – Campaign Implementation (*Jul-Dec*)

Task 7 – Integration with EERMC Events (*Jul-Dec*)

Task 8 – Evaluation and Reporting (*Ongoing*)

Task 9 – Project Management (*Ongoing*)

# Discovery Questions



- What **outcomes** would indicate a successful campaign?
  - Increase the public's awareness of the EEC?
  - Influence the public's perception of the EEC?
  - Provide the public with specific knowledge about EE?
  - Promote specific programs and benefits?
  - Change or adopt a specific behavior within your target audience?
  - Overcome misconceptions or challenges related to EEC?
  - Anything additional?



# Discovery Questions



- What key *messages*, *themes*, or *calls to action* do you want the campaign to focus on?
- Are there specific *demographics* or segments of the population you want to target?
- Are there any existing or potential *partnerships* that the EEC could leverage to promote the campaign?
- Should the campaign address any *misconceptions* or *challenges* related to energy efficiency?

# Any Volunteers?



*Seeking one Councilor to serve on the project management team...*

- Represent Council members in directing implementation*
- Attend biweekly check-in calls with PivotPath as available*
- Help review and provide feedback on deliverables*



# RI Building Decarbonization Bill

*30 minutes*

Emily Koo, Senior Policy Advocate & Rhode Island Program Director at Acadia Center and Amanda Barker, RI Policy Advocate at Green Energy Consumers Alliance, will brief Councilors on a bill that has been introduced in the Rhode Island General Assembly to promote energy efficiency and decarbonization in buildings. Along with other stakeholder groups, the Council has been invited to sign on as a supporter of the bill and submit testimony at the upcoming Senate hearing. Councilors will have the opportunity to ask questions, discuss, and consider voting on such support.

# Discussion



- Do you have any clarifying questions about the purpose, scope, or implications of the bill?
- To what extent do you support or have concerns about the proposed bill?
- What do you see as the Council's role in the state's policymaking process?

# Possible Vote Language



A motion to add the Council's logo to the S2952 Building Decarbonization Act of 2024 summary document developed by Acadia Center and Green Energy Consumers Alliance.



# Wrap Up

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*5 minutes*