

## NEW HAMPSHIRE



### ENERGY EFFICIENCY AND SUSTAINABLE ENERGY BOARD

RSA 125-O:5-a

#### Outreach & Education Committee

Wednesday, September 14, 2022 – 11:00 AM-12:00 PM

#### ***In-Person:***

Walker Building, Hearing Room B  
NH Department of Energy  
21 S. Fruit St, Concord NH

#### ***Remote Meeting:***

Microsoft Teams meeting

**Join on your computer, mobile app or room device**

[Click here to join the meeting](#)

Meeting ID: 258 774 614 596

Passcode: gyHZQX

[Download Teams](#) | [Join on the web](#)

**Or call in (audio only)**

[+1 603-931-4944](tel:+16039314944), [540886074#](tel:+16039314944) United States, Concord

Phone Conference ID: 540 886 074#

#### **AGENDA:**

1. Welcome and Introductions
2. Decision on Committee Membership & Discussion of roles
  - a. Number of Committee Members
  - b. Voting structure & authorization of this committee
  - c. Draft Member List (to be confirmed by EESE Board)
3. Discussion of Initial Committee Goals & Objectives – Tentatively:
  - a. Consumer Knowledge assessment of EE Benefits
  - b. Targets Prioritization (e.g. age, demographics, residential v. business, economic status)
  - c. Prioritization of initial information to disseminate (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> priorities)
  - d. Creation of 12-month marketing plan w/benchmarks
4. Discussion of Resources Shared with Committee (see links below)
5. Next meeting(s) schedule/proposed activities
6. Adjourn

## Resources for Committee Discussion:

- “Navigant Market Assessment Report”  
<https://www.puc.nh.gov/Electric/Monitoring%20and%20Evaluation%20Reports/20190410-Electric-Monitor-Evaluation-Report-NHSaves-Report.pdf>
- “Burgess Advertising & Marketing Plan”  
<https://www.nh.gov/osi/resource-library/energy/documents/burgess-plan.pdf>
- “2010 Statagic Comms Summit Findings”  
<https://www.puc.nh.gov/EESE%20Board/O&E%20Energy%20Summit%20Findings%20Final%20Report%2011-15-10.pdf><<https://www.puc.nh.gov/EESE%20Board/O&E%20Energy%20Summit%20Findings%20Final%20Report%2011-15-10.pdf>>
- “2022 AARP Programming Info”  
<https://states.aarp.org/new-hampshire/granite-state-summer-and-winter-bring-higher-utility-bills-we-have-some-tips-to-share><<https://states.aarp.org/new-hampshire/granite-state-summer-and-winter-bring-higher-utility-bills-we-have-some-tips-to-share>>
- “2016-18 TNC/EDF NH Energy Stories Videos”  
[https://www.youtube.com/watch?v=LCq4bZ8hEnw&list=PLSBGPoniLBDjQYq2mG1x5Sx9me\\_fUhGU3](https://www.youtube.com/watch?v=LCq4bZ8hEnw&list=PLSBGPoniLBDjQYq2mG1x5Sx9me_fUhGU3)<[https://www.youtube.com/watch?v=LCq4bZ8hEnw&list=PLSBGPoniLBDjQYq2mG1x5Sx9me\\_fUhGU3](https://www.youtube.com/watch?v=LCq4bZ8hEnw&list=PLSBGPoniLBDjQYq2mG1x5Sx9me_fUhGU3)>