

Energy Efficiency & Sustainable Energy Board
Outreach & Education Committee

Tuesday, August 16, 2022 2-3 PM

In-Person at Hearing Room B of The Walker Building with virtual participation made available through Zoom.

Draft Minutes

1. Welcome & Introductions

- a. In attendance: *Bruce Clendenning (TNC)*, Doria Brown (City of Nashua) via Zoom, Marc Brown (Consumer Energy Alliance) via Zoom, Matt Siska (GDS Associates) via Zoom, Pat McDermott (AARP of NH) via Zoom, *Amanda Noonan (NH Dept. of Energy)*, Eric Stanley (Liberty Utilities) via Zoom, Marc Lemenager (Eversource) via Zoom, Rebecca Scott (Unitil) via Zoom, Carol Woods (NH Electric Coop) via Zoom, *Phil Lamoreaux (NH Dept of Environmental Services)*, *Julie Desmott (Office of the Consumer Advocate)*, Joe Fontaine (NH Department of Environmental Services) via Zoom, Dana Nute (Resilient Buildings Group) via Zoom, Andrew Hatch, (Resilient Buildings Group) via Zoom, Annie McGaffigan (Eversource) via Zoom, Violette Radomski (Eversource) via Zoom, Andrew Duncan (Community College System of NH) via Zoom, John Davis (PSD) via Zoom, Sophia Danforth.

2. Discussion of Committee Membership, Leadership, etc.

- a. Members present addressed questions of leadership (currently Doria Brown & Bruce Clendenning are acting as Committee Co-Chairs) and are willing to continue for the time-being.
- b. Further questions were considered, without conclusion, regarding what number of members is required for a quorum, if a quorum needs to be in person, and what constitutes a member of the committee (rather than a participant).
- c. It was agreed that these questions would be brought to the EESE Board and addressed in the context of the EESE Board's similar discussion and questions to the Department of Justice regarding quorums, virtual member participation, etc.

3. Discussion of the role of the Outreach & Education Committee

- a. The committee discussed the charge, provided by the legislature in HB 549, passed in the last legislative session, that the EESE Board would "promulgate information about the benefits of energy efficiency to the public" and setting forth a budget of \$400,000/year for the Board to carry out these activities. The EESE Board agreed that the Outreach & Education Committee should make recommendations to the full Board regarding this opportunity and then, in conjunction with the Department of Energy, carry out appropriate actions as agreed to by the Board.
- b. There was some discussion about the need to define the Objectives for this effort and how the committee will define success. It was agreed that this should

be a focus of the next O&E Committee meeting and that part of this would be to determine what is currently being done in NH, by whom, and its effectiveness.

Resources to be considered in this process may include:

- i. A description of NH Saves program spending on outreach & information,
 1. Especially any descriptions of outreach in the utilities' three-year energy efficiency plan
 - ii. Descriptions of actions undertaken by AARP and other EESE Board Member organizations
 - iii. Review of a 2009 study carried out for NH by Navigant
 - iv. Review of the "Burgess Advertising Plan" carried out using ARRA funds
 - v. Other similar resources as deemed useful by O&E members
4. The Committee agreed that in advance of the next meeting the Committee will:
- a. Review the 2019 Navigant study referred to by Eric S
 - b. Review the NH Saves outreach plans
 - c. Review the plan drafted in 2011 for the NH Office of Energy & Planning, by Burgess Marketing & Communications
 - d. Bring to the EESE Board meeting on the 19th the questions around quorums, leadership, membership, and a question regarding the charge of HB 549 regarding whether the committee should focus on "energy efficiency" or "energy efficiency & sustainable energy"
 - e. Discuss how the committee will measure success & determine objectives
5. The meeting adjourned