

EESE Board Outreach and Education Committee

January 11, 2023

Meeting Minutes

Attendees: Bruce Clendenning (The Nature Conservancy), Eric Stanley (Liberty), Pat McDermott (AARP), Carol Woods (NHEC), Rebecca Scott (Unitil), Andy Duncan (Foster Sustainable Energy), Matt Siska (GDS Associates), Amanda Noonan (DOE), Doria Brown via Teams (City of Nashua), Sophia Donforth via Teams (NHEEP), Joe Fontaine via Teams (DES), Kimberly Dragoo via Teams (Liberty), Marc Lemanger via Teams (Eversource), Annie McGaffigan via Teams (Eversource)

The meeting was held in person at the New Hampshire Department Energy with remote participation via Teams. The meeting was called to order at 10:05 am.

1. Welcome & Introductions
2. Discussion on the Draft RFP Document

Review and discussion of the draft benchmarking RFP ensued. Agreement was reached on the following items and revisions.

- Clarify that only a portion of the first-year funding of \$400,000 is available for this benchmark survey.
- Define the target survey population as energy consumers, which includes all non-transportation consumers of energy (electricity, natural gas, deliverable fuels and other heating fuels) with a focus on key demographic groups that include residential customers (low income, moderate income, non-low-moderate income), small business customers, municipalities, and non-profits.
- Remove reference to a timeframe for a follow up survey in the project goals as the timing is indeterminate at this time and ensure language clearly conveys that any follow-up survey is outside of the scope of this RFP.
- Be clear in the RFP that the data from this survey be set up in a way that it could be used by a future vendor in a follow-up survey.
- Under research deliverables, consolidate the second sentence of the first bullet and the second bullet as they are duplicative.
- Addition of a project deliverable to identify or define barriers, either perceived or actual, to investing in cost effective energy efficiency.
- Clarify that trusted messengers are not individuals but trusted groups or types and ask for those to be segmented for different audiences.
- Add to the deliverables and scope of work that the bidder will provide a report of the survey findings.

3. Formal Recommendation to EESE Board
 - a. Pat McDermott moved that the Outreach and Education Committee conceptually approve the draft benchmarking RFP, subject to the revisions discussed at the meeting and combined with the revisions being made live during the meeting, and that the draft RFP be presented to the EESE Board at its meeting on January 20, 2023. The motions was seconded by Bruce Clendenning.
 - b. Unanimous roll call vote to present the draft benchmarking survey, modified as discussed at the January 11, 2023 meeting of the Outreach and Education Committee, to the EESE Board at its January meeting.
4. Next Steps

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- a. Doria Brown agreed to create a presentation to the EESE Board
- b. Doria Brown motion to adjourn
- c. Amanda Noonan seconded motion
- d. Bruce Clendenning's unanimous consent to adjourn was accepted.

Meeting adjourned at 11:30 am.