

Strategic Communication Planning Summit

Education & Outreach Committee
Preliminary Report to the
Energy Efficiency and Sustainable Energy (EESSE) Board

Crotched Mountain
October 8, 2010



Education & Outreach Committee

Membership

Co-Chairs

Beth Fischer, HBRANH

Meredith Hatfield, OCA

Committee Members

- CA-CP
- CCSNH
- DRED
- ECC
- GDS
- HBRANH
- JI
- NG
- NFC
- NHSEA
- NHSS
- NH DES
- NH OEP
- NH PUC
- PAREI
- PSNH
- UNHCE
- Unitil

Purpose of the Event

- Identify communication strategies targeting diverse audiences that raise awareness of, and demand for, energy conservation, energy efficiency and renewables, as well as tools and services available to help meet that demand.

Preparations

➤ E&O Committee

- Refined an approved approach
- Identified and invited participants
- Located meeting space and coordinated set-up

➤ CA-CP

- Compiled Factbook for Participants
- Contacted participants individually
- Hosted webinar

➤ UNH-CE

- Developed facilitation approach

➤ PSNH

- Meet with E&O Committee members to review day'
- Dedicated several staff to support the day

➤ NH Solar Stores

- Provided morning refreshments & lunch

Participation

Andy Duncan	Bldgs Energy Technologies LLC
Bob Tortorice	Building Alternatives
Bob Varney	Normandeau Assoc.
Christine Walker	UVLRPC (Executive Director)
Cindy Carroll	Unitil
Clint Hutchins	NHEC
David Van Houten	Town of Bethlehem
Dorn Cox	Green Start
Harold Janeway	State Senator
Ingrid Corona	National Grid

Jeff Mathis	BAE Systems
Jon Greenberg	NHPR
Julie Skarritt	RMANH
Ken Colburn	Symbiotic Strategies
Mayor Donnalee Lozeau	City of Nashua (Mayor)
Michael Bruss	Bruss Construction
Peter Adams	PAREI
Rep. Jim Garrity	NH House
Rhett Lamb	Keene (City Planner)
Sally Manikian	AMC

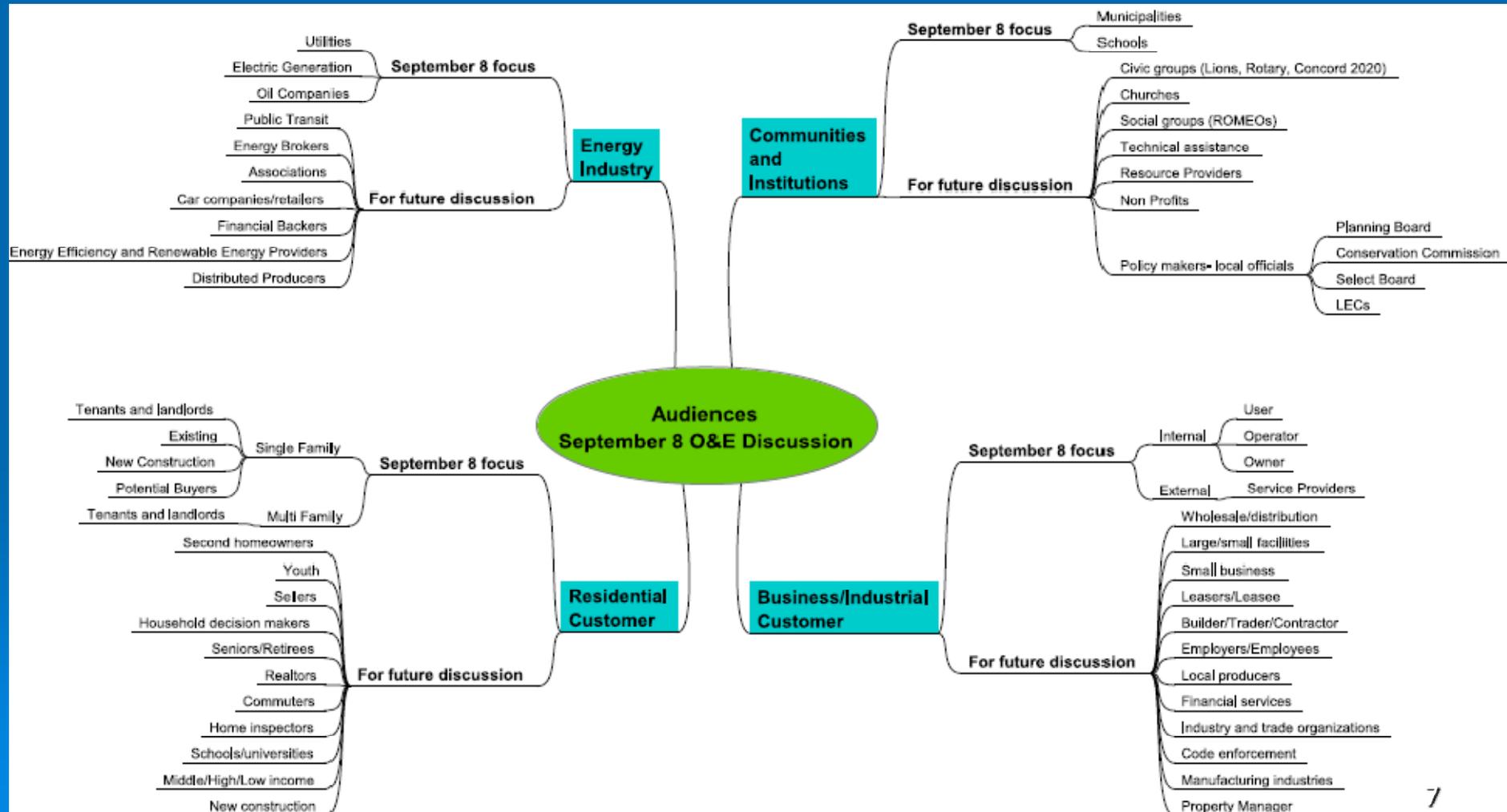
Facilitation

UNH Cooperative Extension (UNH-CE)

- Charlie French
- Michele Craig
- Mary Tebo Davis
- Paul Bonaparte-Krogh
- Dan Reidy

Breakout Groups

Topic Areas of Focus



Breakout Groups

Areas for Discussion

- Identify and prioritize 1-2 sub-audiences to focus on within each respective audience category
- Identify and prioritize behaviors we want from each of the prioritized sub audiences
- Brainstorm strategies to effectively reach the sub-audiences and encourage the desired behavior
- Prioritize strategies based on their impact and feasibility

Summary of Preliminary Findings

Commercial Customers

Key Audiences	<ul style="list-style-type: none"> * Building Operators * Building Users * Service Providers
Key Objectives	<ul style="list-style-type: none"> * Increase awareness, Interest, and action for Energy Efficiency. * Adopt systemic review of build energy usage (Can't manage what don't measure).
Major Barriers	<ul style="list-style-type: none"> * The perception is energy efficiency is expensive * "Business as usual" impedes change. * Finances and access to capital change is the biggest impediment .
High Priority Strategies	<ul style="list-style-type: none"> * Communicate funding for business seeking designations * Identify, communicate and educate about designations * Communicate stories of designated building * Create and promote a energy efficiency clearinghouse * Leverage participants success stories and up selling * Publish "lost opportunities" * Expand outreach to contractors and trade groups * Recognize leading contractors * Utilize early adopters for outreach * Incorporate social media

Summary of Preliminary Findings

Communities & Institutions

Key Audiences	<ul style="list-style-type: none"> * Municipalities * Local Energy Commissions (as part of Municipalities) * Schools 	
Key Objectives	<ul style="list-style-type: none"> * Complete and report on community-level assessments of energy use costs for buildings and operations. * Adopt local energy commissions consistent with RSA 38-D (HB 189 (2009 session)). 	
Major Barriers	<ul style="list-style-type: none"> * Tight budgets * Technological and procedural knowledge gaps * Need for long-term services * No clear roadmap to navigate EE/EC/SE(RE) options * Information accessibility, consistency, quality * Municipal learning curve * Need for others to tell the stories * Election cycle and shifting priorities * Perception of government 	
High Priority Strategies	<ul style="list-style-type: none"> * Partner with existing organization * Make a “video/webinar” of success * Use LECs to get message out * Existing list-servs (Plan-link, town clerk) * Existing annual conferences * One-on-one assistance 	<ul style="list-style-type: none"> * Use industry to get info out (e.g., in bills) * Use WMUR “ticker” * PSA in newspaper * Speak to leaders in each generation * Speakers bureau * Peer-to-peer exchange

Summary of Preliminary Findings

Energy Industry

Key Audiences	<ul style="list-style-type: none"> * Utilities * Energy Efficiency & Renewable Energy Service Providers * Oil Companies
Key Objectives	<ul style="list-style-type: none"> * Change Existing Business Model * Facilitate increased energy efficiency, renewables & distributed generation, improved reliability and energy independence * More "thought leadership" and modeling of green behaviors
Major Barriers	<ul style="list-style-type: none"> * Current economic conditions * "Externalities" are un-priced * Regulatory constraints (including enviro compliance) * Limited skilled workforce pushing change * Risk aversion / need to redefine self interests * Limited view of options (multi-use profit centers) * Need for a more active/targeted legislative role * Cost of EE / RE options * Inertia or lack of motivation
High Priority Strategies	<ul style="list-style-type: none"> * Heating Oil Systems Benefit Charge * New Business Model ("political campaign", a new market place) * Give customers more choices (rates, resources, financing) * Rebrand energy industry (make it cool) * Promote local bio-fuels (high efficiency combustion) * Expand vision beyond traditional energy technologies * Expand focus to non-traditional audiences * Leverage smart grid (smart phone apps tally your savings) * Energy consumption index

Summary of Preliminary Findings

Residential Customers

Key Audiences	<ul style="list-style-type: none"> * Single-family homeowners, tenants and landlords, new construction and existing home buyers * Multi-family landlords and tenants
Key Objectives	<ul style="list-style-type: none"> * Continuous energy reductions, with specific targets for household behaviors and municipal smart growth zoning changes * Incorporate energy decisions in daily life, with specific targets for transportation and building energy use.
Major Barriers	<ul style="list-style-type: none"> * Perception that EE is cost prohibitive * Inertia with current habits * Lack of appropriate knowledge/information * Intangibility of EE measures * Lack of positive peer pressure or concern * Lack of effective service and skilled craftsmen
High Priority Strategies	<ul style="list-style-type: none"> * Tap into broadly held beliefs and values * Promote existing energy tools * Use real-world success stories * Use existing community resources, and leverage existing credible relationships * Utilize triggering events * Teach the teachers * Provide appropriate procedural information

Common Themes

- More energy efficiency and renewable energy is a desirable objective
- Operating under old energy procurement mindset
- Need for information & guidance (“thought leaders”)
- Costs (drive to quick paybacks)
- Need for energy consumption index (home/building level and at county/state level)
- Reluctance to change (values, business models, behaviors, energy usage patterns, etc.)
- Regulation changes needed
- Transportation should also be considered

Next Steps

- Further engage stakeholders / participants
 - Expand discussion
 - Participate in Plan development
- Summit Findings Report
 - Complete draft and share with meeting participants and E&O Committee by Oct 12th
 - Incorporate participant feedback into draft
 - Finalize report narrative and recommendations by Nov EESE Board meeting
- Develop Overarching Strategic Communications Plan
 - Issue an RFP to develop a complete strategic communications & coordinated campaign