Updated Proposal for Phase 1 Dissemination
EESE Board Report on the Independent Energy Study
December 14, 2012

1. **Goals for Dissemination**

   a. Raise awareness of NH Independent Energy Study report and the comprehensive review by the EESE Board;
   b. Ensure the EESE Board's recommendations are highlighted and made accessible *to Governor Elect Hassan, Legislative leaders and relevant agency staff* as a rich resource in developing energy policy; and
   c. Ensure the EESE Board's recommendations are highlighted and made accessible to energy related *businesses and non-profit organizations* for their reference and use.

2. **Time-frame for Phase 1**

   Defined as between mid-December 2012 and the end of January, 2013, which encompasses the following:
   a. Transition of EESE Board leadership;
   b. LSR-filing period in legislature;
   c. Orientation of new legislature, leadership, and committee members;
   d. Outreach effort of Governor-elect's Energy & Environment Team;
   e. Swearing in of Governor-elect Hassan;
   f. Finalization of 2013-2014 Utilities' Core energy efficiency programs plan.

3. **Priority Audiences**

   a. State Government Leaders:
      • State agency leadership and staff (e.g., PUC, DES, DOT, DRED);
      • Legislators and policy staff;
      • Governor-elect and transition team members.

   b. Business Community:
      • Energy-oriented recipients of RGGI and RPS
      • High Tech business council;
      • NH Businesses for Social Responsibility (NHBSR);
      • Environmental Business Council;
      • Retail Merchants Association of NH (RMANH); and
      • New Hampshire Association of Chamber of Commerce Executives.

   c. Municipalities & local governments:
      • NHLGC/NHMA

4. **Outreach Approach**
   Carry the report directly to key individuals and groups through:
   a. Brief PowerPoint on Independent Energy Study and EESE Board Report;
   b. Phone calls by EESE Board leadership, and O&E members as appropriate; and
   c. In-person meetings by EESE Board leadership, and O&E members as appropriate.

5. **Primary Ask**
   To commit to further disseminate and use the reports, utilize talking points.

6. **Resources Needed**
   a. Bullet points / elevator speech
   b. Spokespeople for each group
   c. Powerpoint presentation
   d. Hard copies of report / recommendations