NEW HAMPSHIRE

ENERGY EFFICIENCY & SUSTAINABLE ENERGY (EESE) BOARD

Outreach & Education (O&E) Committee

Draft Logic Model

Prepared for

The EESE O&E Committee

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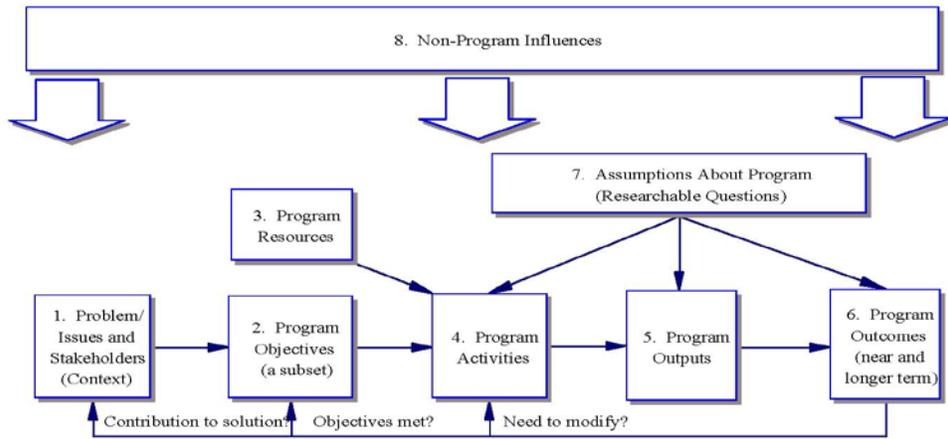
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LOGIC MODEL OVERVIEW

The purpose of this document is to present a logic model for the EESE Board's Outreach & Education (O&E) Committee. The logic model helps to document and make explicit the overarching goals of the EESE Board's O&E Committee and associated activities, outputs, and outcomes, and the relationships among these. The logic model also identified critical inputs and potential external influences that may help or hinder the Committee's ability to achieve its goals. This report is organized in sections as follows:

1. **Committee Intent, Design, Context, and Stakeholders:** Describes the challenges addressed by the Committee for achieving its goals, as well as the regulatory and stakeholder context within which the Committee is designed to operate.

2. **Committee Objectives:** Describes, at a high level, the Committee's goals and targets.

3. **Committee Resources:** Identifies any funding and/or staff resources available to the Committee, as well as potential external funding, technical, and intangible resources supporting Committee activities.

4. **Committee Activities:** Describes the various outreach and education tools and program development activities being made available through or delivered by the Committee and its broader EESE Board member base.

5. **Committee Outputs:** Describes the anticipated immediate results associated with Committee activities.

6. **Committee Logic Model Diagram and Outcomes:** Describes what is expected to be achieved through the Committee's activities in the short and longer term. The logic model diagram shows the Committee's activities, outputs, a series of outcomes, and the relationships among these. The diagram also includes Inputs (resources) and External Influences and is presented at a high level of abstraction, aggregating in order to tell the Committee's "performance story" in just one page.

7. **Assumptions about Committee Strategy:** Describes testable assumptions about how activities and outputs delivered through this Committee will lead to desired outcomes, including spillovers.

8. **External Influences:** Describes factors external to the program that may drive or constrain the achievement of outcomes.

Figure 1 details the relationship between these eight sections.

Figure 1: Program Design Template (Numbers indicate Sections in this document)

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│                    8.  Non-Program Influences                         │
└─────────────────────────────────────────────────────────────────────┘
        ▼                          ▼                          ▼

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                              │  7.  Assumptions About Program│
            ┌──────────┐      │     (Researchable Questions)  │
            │ 3. Program│     └──────────────────────────────┘
            │ Resources │
            └──────────┘

┌──────────┐   ┌──────────┐   ┌──────────┐   ┌──────────┐   ┌──────────┐
│1. Problem/│   │2. Program│   │4. Program│   │5. Program│   │6. Program│
│Issues and │──▶│Objectives│──▶│Activities│──▶│ Outputs  │──▶│Outcomes  │
│Stakeholders│  │(a subset)│   │          │   │          │   │(near and │
│(Context)  │   │          │   │          │   │          │   │longer term)│
└──────────┘   └──────────┘   └──────────┘   └──────────┘   └──────────┘
        ▲  Contribution to solution?  Objectives met?  Need to modify?  ▲
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1.   INTENT, CONTEXT, DESIGN AND STAKEHOLDERS

The Energy Efficiency & Sustainable Energy Board was established pursuant to [RSA 125-O:5-a](), effective October 1, 2008. It was created by the NH legislature "to promote and coordinate energy efficiency, demand response, and sustainable energy programs in the state."[1] The EESE Board is administratively attached to the PUC.

Specifically, the EESE Board's duties were identified in the RSA to include, but not be limited to the following (*the item in "italics" denotes an area best positioned to be advanced through activities led by the EESE Board's Outreach & Education Committee*):

- Review available energy efficiency, conservation, demand response, and sustainable energy programs and incentives and compile a report of such resources in New Hampshire.
- Develop a plan to achieve the state's energy efficiency potential for all fuels, including setting goals and targets for energy efficiency that are meaningful and achievable.
- Develop a plan for economic and environmental sustainability of the state's energy system including the development of high efficiency clean energy resources that are either renewable or have low net greenhouse gas emissions.
- Explore opportunities to coordinate programs targeted at saving more than one fuel resource, including conversion to renewable resources and coordination between natural gas and other programs which seek to reduce the overall use of nonrenewable fuels.
- *Develop tools to enhance outreach and education programs to increase knowledge about energy efficiency and sustainable energy among New Hampshire residents and businesses.*
- Expand upon the state government's efficiency programs to ensure that the state is providing leadership on energy efficiency and sustainable energy including reduction of its energy use and fuel costs.
- Encourage municipalities and counties to increase investments in energy efficiency and sustainable energy through financing tools, and to create local energy committees.
- Work with Community Action Agencies and the Office of Energy and Planning to explore ways to ensure that all customers participating in programs for low-income customers and the Low Income Home Energy Assistance Program (LIHEAP) have access to energy efficiency improvements, and where appropriate, renewable energy resources, in order to reduce their energy bills.
- Investigate potential sources of funding for energy efficiency and sustainable energy development and delivery mechanisms for such programs, coordinate efforts between funding sources to reduce duplication and enhance collaboration, and review investment strategies to increase access to energy efficiency and renewable energy resources.

The EESE Board is tasked with making an annual report, on December 1st of each year to the Governor, the Speaker of the House of Representatives, the President of the Senate, the House Science, Technology and Energy Committee, the Senate Energy, Environment and Economic Development Committee, and the Public Utilities Commission, to provide an update on its activities and recommendations for action including possible legislation.

As highlighted in the italicized bullet above, the EESE Board's O&E Committee is tasked with "developing tools to enhance outreach and education programs to increase knowledge about energy efficiency and sustainable energy among New Hampshire residents and businesses." Fulfilling this responsibility is a challenge since O&E Committee members are all volunteers with severe time, staffing and funding resource availability.

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[1] NH RSA Title X, Chapter 125-0:5-a, 2008, 292:1, eff. Oct. 1, 2008. 2012, 281:10, I, eff. Jan. 1, 2013

STAKEHOLDERS AND ASSOCIATED CHALLENGES

Table 1 summarizes some key challenges to providing outreach and educational support on EESE topics, and the stakeholders who are directly impacted.

Table 1: Targeted Challenges and Stakeholder Roles

Challenges	Stakeholders Impacted and/or Involved
1. **Resource and Skill Challenges**	
a. Time, dollars, expertise and staffing b. Lack of implementation resources c. Governance, authority, conflicting objectives (inconsistent/misaligned goals among stakeholders)	Committee and EESE Board members Broader implementers and businesses
2. **Informational Challenges**	
a. Knowledge, awareness, credible data sources b. Lack of trust in, or understanding of measurement and verification results (including energy vs. cost savings) c. Multiple and disjointed dissemination channels d. Multiple and varied audiences and messaging strategies/needs	Residents, businesses Organizations and associations Municipalities & government entities Regulating & legislative entities Utilities and clean tech/energy sector
3. **Social and Political Challenges**	
a. Controversial nature of energy efficiency and sustainability issues and solutions b. Lack of social and political will c. Lack of leadership and direction within properly funded & independent energy agency d. Lack of coherent, consistent and sustained policies (longer-term vision/regulatory certainty) e. Need for government action (local, regional, state) f. Economic priorities	General public Special interests Local, regional and state government leaders and policy makers

2. COMMITTEE OBJECTIVES (HIGH LEVEL)

The EESE Board O&E Committee's high-level objective is specified within RSA 125: "developing tools to enhance outreach and education programs to increase knowledge about energy efficiency and sustainable energy among New Hampshire residents and businesses." Fulfilling this responsibility, it is hoped, will lead to increased adoption of energy efficiency, demand reduction and sustainable energy technologies, products and services in New Hampshire.

The O&E Committee holds regular meetings and informational sessions with a number of goals in mind, including:

- Promoting, coordinating and enabling activities associated with the state's energy efficiency and sustainable energy outreach and education needs
    - o Acting as conveners, bringing together doers, identifying gaps and emergent issues, and championing important programs.
- Serving as an EESE Board advisory forum for strategies for compilation and dissemination of relevant information (through targeted messaging) to key stakeholder groups and other impacted audiences including: NH residents and businesses, municipal leaders, legislators and state agencies

In a fully functional scenario, the O&E Committee would support development of a go-to network for anyone who wants to get a credible message out about NH energy efficiency or sustainable energy policy, programs, activities/results. This network could act as a funnel to target the message and get the information out through multiple channels to the appropriate stakeholders.

3.   PROGRAM RESOURCES

Although quite minimal, this section identifies the current funding and staff resources committed to the EESE Board's O&E Committee, as well as any external resources (funding, technical) and intangible resources supporting the Committee's efforts.

Table 2: Committee Resources

Direct Funding
▪ None
Other Potential Funding Support
▪ Targeted SBC funding to support specific O&E activities (CORE Program marketing, outreach, training, workshops, event sponsorships, case studies, EM&V and reporting, etc.)
▪ RGGI and/or RPS funding for targeted activities
▪ Private sector sources (EESE product and service providers, etc.)
▪ State agency, state/federal and other grants, revolving loan funding, etc.
Committee Member Resources
▪ Time, labor/input and materials/supplies provided by individual volunteer Committee members and their organizations
▪ Time, labor/input and materials/supplies provided by other EESE Board members and staff made available from their organizations (DES, OEP, PUC, etc.)
External Resources
▪ Time, labor/input and materials/supplies provided by other engaged organizations, special interest groups, regulators, policy makers, local community and regional stakeholders
Intangible Resources
▪ EESE Board member credibility and relationships with key market actors, stakeholders, and policy makers
▪ EESE Board and other engaged stakeholder's experience with outreach and education plan development, implementation, and information dissemination
▪ Existing awareness of EESE Board among market actors

4.   PROGRAM ACTIVITIES

O&E Committee members are not necessarily the doers or creators of new tools, instead they are the thought leaders and prodders, inventorying resources, identifying gaps and opportunities to leverage, enhance or expand existing resources and programs in a manner that increases knowledge and awareness of the benefits associated with, and demand for, energy efficiency and sustainable energy solutions among New Hampshire's residents and businesses. Activities of the O&E Committee can be grouped into three main areas as follows and undertaken as priorities and resources allow:

1) Identify/inventory existing tools and resources and associated energy efficiency/sustainable energy outreach and education programs
    a. With an eye towards making those resources more readily accessible
    b. And through this process, identify any gaps that need to be filled/developed

2) Enable enhancement of existing and/or development of new tools and resources to better meet the Committee's objective for increasing knowledge about energy efficiency and sustainable energy among New Hampshire residents and businesses
    a. Enhanced tools and resources could include: residential home energy score (labeling), commercial/municipal building benchmarking, EESE programs/contractor connectors, private/public project financing tools/connectors, municipal technical assistance, case studies compilation/repository, etc.
    b. Enhanced outreach and education programs could include: government public education campaigns, degree and non-degree educational programs and certifications, K-12 education programs and curricula standards, NGO, trade association and municipal outreach programs, utility and private business outreach programs, etc.
    c. Includes identifying and leveraging resources to take responsibility for such development/enhancement

3) Identify and enable creation and utilization of channels and strategies for disseminating information about resources, tools and programs to targeted stakeholder groups and broader residential and business audiences
    a. Includes conferences, newsletters, written brochures and flyers, web portals, e-mail campaigns, online learning, videos, television, radio, billboard and print public service announcements and advertising, Facebook, Linkedin, Twitter and other social media, and multiple other existing and new venues (including other Burgess report recommendations)

5.   COMMITTEE OUTPUTS

Outputs of the O&E Committee can be defined as immediate results from the activities noted above. These outputs are summarized in the table below and are grouped by activity area, along with potential measurement indicators:

Table 3: Outputs and Potential Measurement Indicators

Outputs	Indicators
Identify and Inventory Existing EESE Tools and Resources	
	List of and access to existing tools and resources (by type, purpose and target audience) • Residents (including low income) • Businesses (small, medium & large energy users – for profit and non-profit) • Local, Regional and State Government • Regulators/policy makers (including code officials, agencies, legislature) • Contractors, equipment & service providers • General public (press/media outlets)
	Identification of gaps/additional tools, resources, program needs • List/documentation and detailed description of additional tools, resources and program needs
Enable Enhancement of Existing, and/or Development of New EERS Tools and Resources	
	Identification and detailed description of potential resources and funding sources leveraged and available to enhance and develop required tools and resources
Identify, Create and Utilize Channels and Strategies for Disseminating Information Regarding Tools, Resources and Benefits of EESE	
	List and description of information compiled and strategies prepared for dissemination (by type, purpose and target audience) - ← the what
	List and description of information dissemination channels and strategies for use (by type, purpose and target audience) ← the how

6.   COMMITTEE LOGIC MODEL DIAGRAM AND OUTCOMES

This section presents a logic model diagram (Figure 2) for the EESE Board's O&E Committee, showing activities, outputs, a series of outcomes, and the relationships among these. The diagram also includes Inputs and External Influences with no detail, since that information is included in Sections 3 and 8. The diagram presents information provided in Sections 2, 4, 5, and 6 at a higher level of abstraction, aggregating in order to tell the Committee's "performance story" in just one page.

The logic model suggests project outcomes that are expected achievements of the Committee over different time periods. These are described in more detail in the tables in this section.

Table 4 details the O&E Committee's expected achievements (outcomes), as well as observable indicators that would signify the presence of these achievements.

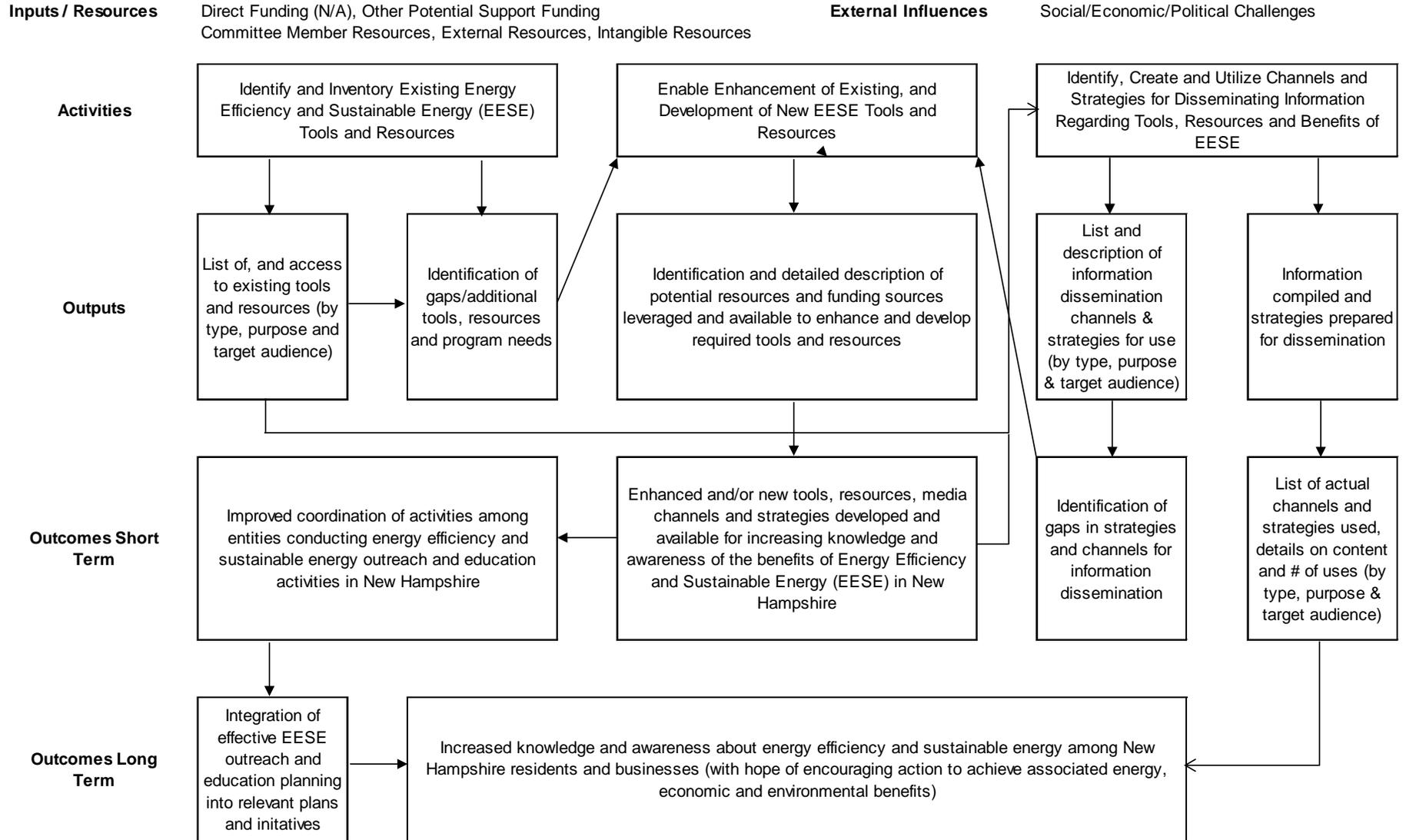**Figure 2: EESE Board Outreach & Education Committee Logic Model Diagram**

Inputs / Resources   Direct Funding (N/A), Other Potential Support Funding
Committee Member Resources, External Resources, Intangible Resources

External Influences   Social/Economic/Political Challenges

Activities

Identify and Inventory Existing Energy Efficiency and Sustainable Energy (EESE) Tools and Resources

Enable Enhancement of Existing, and Development of New EESE Tools and Resources

Identify, Create and Utilize Channels and Strategies for Disseminating Information Regarding Tools, Resources and Benefits of EESE

Outputs

List of, and access to existing tools and resources (by type, purpose and target audience)

Identification of gaps/additional tools, resources and program needs

Identification and detailed description of potential resources and funding sources leveraged and available to enhance and develop required tools and resources

List and description of information dissemination channels & strategies for use (by type, purpose & target audience)

Information compiled and strategies prepared for dissemination

Outcomes Short Term

Improved coordination of activities among entities conducting energy efficiency and sustainable energy outreach and education activities in New Hampshire

Enhanced and/or new tools, resources, media channels and strategies developed and available for increasing knowledge and awareness of the benefits of Energy Efficiency and Sustainable Energy (EESE) in New Hampshire

Identification of gaps in strategies and channels for information dissemination

List of actual channels and strategies used, details on content and # of uses (by type, purpose & target audience)

Outcomes Long Term

Integration of effective EESE outreach and education planning into relevant plans and initatives

Increased knowledge and awareness about energy efficiency and sustainable energy among New Hampshire residents and businesses (with hope of encouraging action to achieve associated energy, economic and environmental benefits)

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Table 4: Outcomes and Indicators

Outcomes	Indicators
Short Term Outcomes	
Enhancements made to existing tools and resources	Quantification and description of enhancements to existing tools and resources
New tools and resources developed	Quantification and description of new tools and resources developed
Identification of gaps in dissemination strategies and channels	Description of gaps
Enhancements to existing and development of new strategies and channels for information dissemination	Quantification and description of new and enhanced information dissemination strategies and channels
Information disseminated through various strategies and channels	Quantification and description of information disseminated and strategies/channels used
Improved coordination of activities among entities conducting energy efficiency and sustainable energy outreach and education activities in New Hampshire	Change in levels of coordination among entities (utilities, state agencies, public, municipal and private market actors, etc.)
Longer Term Outcomes	
Integration of effective EESE outreach and education planning into relevant plans and initiatives	Change in amount of integration activities across the state (State Energy Planning, Utility Core Programs, EERS standard, etc.)
Increased knowledge and awareness about energy efficiency and sustainable energy among New Hampshire residents and businesses	Change in levels of knowledge and awareness

7.   ASSUMPTIONS ABOUT STRATEGIES

This section describes the testable hypotheses or testable assumptions about the O&E Committee's activities to be explored in potential evaluations. These are key evaluation questions about how activities and outputs will lead to desired short and longer-term outcomes.

1. Has the inventorying of existing tools and resources lead to identification of gaps?

2. Were the Committee's efforts to enable enhancements and develop new resources and tools sufficient to procure leveraged resources to get them developed?

3. Did the Committee's efforts to identify existing information dissemination strategies and channels lead to insights regarding potential gaps that could be filled?

4. Did identified gaps get filled with effective new or enhance dissemination strategies and channels

5. Did activities associated with development of new or enhanced tools, resources, dissemination strategies and channels lead to improved coordination of activities among entities conducting EESE outreach and education in the state?

6. Did improved coordination lead to effective integration of EESE outreach and education planning into relevant plans and initiatives?

7. Has the combination of O&E Committee activities, in concert with external influences, resulted in increased knowledge and awareness about energy efficiency and sustainable energy among New Hampshire residents and businesses?

8.   EXTERNAL INFLUENCES ON PROGRAM OUTCOMES

Three main influences that are external to the O&E Committee that may affect the outcomes include:
- Politics and current policies
    - Local, regional, state & national
- Societal norms and opinions regarding energy efficiency and sustainable energy policy, technology, climate change, environmental factors, etc.
- State of the local, regional and national economy
    - And impacts on individual decisions