



To: Member Operations and Engagement Committee
From: Director Lisa Sweet, Chair of Member Operations and Engagement Committee
Date: October 7, 2022
Subject: Member Operations Work Planning Forecast & Budget Considerations

Dear Member Operations and Engagement Committee:

This memo accompanies results of a work forecasting exercise to inform the CPCNH budgeting process and ensure we continue to adequately budget for and resource Member Services requirements through the remainder of the start-up phase.

In the event CPCNH executes a service agreement with Calpine Energy Solutions, up to \$750,000 in start-up funding may become available, subject to expense approval by Calpine. The Finance Committee has requested that the Member Operations and Engagement Committee (Member Ops) contribute input into budget planning.

Attached to this memo is a draft Start-Up Member Services Budget Proposal for review and input by this Committee, and recommendation to Finance Committee. The draft proposed budget is shown in the table below. The following text discusses each item:

CPCNH Member Operations and Engagement Committee									
Draft Start-Up Member Services Budget Proposal for Finance Committee									
	8-Month Total	2022		2023					
		NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Expenses	\$ 171,471	\$13,246	\$11,225	\$ 9,100	\$ 97,600	\$ 9,100	\$13,600	\$ 9,100	\$ 8,500
Commencement of Service Mailers	\$ 89,000	\$ -	\$ -	\$ -	\$ 89,000	\$ -	\$ -	\$ -	\$ -
Member Services Staff/Consulting	\$ 65,535	\$ 8,500	\$ 6,035	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500
Public Education & Marketing	\$ 1,436	\$ 246	\$ 690	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ -
Member Logos	\$ 10,500	\$ 4,500	\$ 4,500	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -
Annual Member Meeting	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -

Commencement of Service Mailers

Research by Mr. Herndon into pricing for commencement of service mailers (for up to 89,000 Wave 1 accounts) resulted in range of \$19,000 to \$89,000 (or \$0.21 - \$1.00 / mailer).

Member Services Staff/Consulting

My previous September 2nd memo on “Resourcing Member Services Requirements” and the September 12th Member Ops Committee Report¹ detail our plan to rely on the “Both/And” approach of combined services of Mr. Herndon and Clean Energy NH to service existing and future member needs in their contractor capacities, at least until such time as CPCNH is ready to hire staff internally.

¹ 9/2/22 memo on “Resourcing Member Services Requirements” and 9/12/22 Member Ops Committee Report: <https://drive.google.com/file/d/1hR7ezGipduOxAwVNzzlBG0XT3sONSWOh/view>



At our September 6, 2022 meeting, the Member Operations and Engagement Committee (Member Ops) voted 7-0 on the following motion:

- ~ “Member Operations and Engagement Committee recommends the CPCNH Board authorize up to an additional 225 hours for Herndon Enterprises through year end to meet Member Services needs and provide liaison and coordination support to Clean Energy NH in the event CPCNH partners with Clean Energy NH, contingent upon Finance Committee review and approval. (Motion by Christopher Parker, second by Nat Balch, approved by a rollcall vote 7-0)”

On October 3, a version of the memo was shared with with Finance Committee, which subsequently took the following action:

- ~ **MOTION:** Director Terry Clark moved to recommend authorization of an additional 225 hours of work by Herndon Enterprises through the end of 2022. Director Paul Looney seconded. Motion was approved 4-0.

While I fully expect the Board to act on these recommendations at our October Board meeting, CPCNH requires a longer-term solution and budget to ensure we can maintain the critical resources provided by Mr. Herndon through the remainder of the start-up and launch phase. To inform that budgeting process, the second page in the attached workbook illustrates Mr. Herndon’s actual hours from April through September 2022, and forecasts hours across his various areas of work for October 2022 through June 2023.

Over the past two months, Mr. Herndon’s workload has ramped up to full-time at over 150 hours in both August and September. We fully expect this workload to continue through the remainder of the start-up phase as we prepare to launch our Wave 1 Members, achieve Community Power adoptions and approvals for our Wave 2 Members, and onboard and coordinate with Clean Energy NH who will provide much needed additional capacity.

We have recommended that the Finance Committee include the following budget items so we may continue to benefit from the near-full-time support of Consultant Herndon for Member Services, Community Engagement and Member Recruitment, and Administrative and Communication services:

CPCNH Action	Fiscal Impact
Board authorization of up to an additional 225 hours for the remainder of 2022	\$8,500 for November 2022 \$6,035 for December 2022
Board authorization of a second amendment to the Herndon Enterprises Consulting Agreement (which terminates on December 23, 2022), and execution of that agreement by Mr. Herndon and Chair Below	\$8,500 / Month for January through June 2023

Public Education & Marketing

Several CPCNH Members have made requests and suggests for public education and marketing materials including: (1) printed materials; (2) CPCNH-branded table runner banner; and (3) potable screen to display graphics at events and portable power source. These materials can be acquired at a cost of \$1,436.





Member Logos

Based on prior logo design work for CPCNH and Lebanon, Exeter, and Harrisville Community Powers, we anticipate being able to fund the design and development of member-specific logos at no more than \$500 each (and possibly less if we can negotiate bulk pricing).

Annual Member Meeting

The April Annual meeting is a good opportunity to bring our collective membership together and, in addition to conducting our business, take time to enjoy a meal together or perhaps even to invest in programming to strengthen our team, our strategic planning, our coalition relationships, and our organizational culture. I am curious to gather input from Member Ops on what you would like to see in terms of an event geared towards strengthening our Coalition in the coming year, and how we might budget for success.

Motion for Consideration: *To recommend the CPCNH Board and Finance Committee include the items detailed in the “Draft Member Services Start-Up Budget Proposal” in the start-up budget.*

Thank you for your attention. I look forward to discussing and refining on Tuesday.

Sincerely,

Director Lisa Sweet

Chair of Member Operations and Engagement Committee