



**COMMUNITY  
POWER COALITION  
OF NEW HAMPSHIRE**

## MEMBER OUTREACH AND ENGAGEMENT COMMITTEE – MINUTES

Meeting Type: **Member Outreach and Engagement Committee**  
 Meeting Location: **186 Main Street, Newmarket, NH 03301**  
 Meeting Date: **Tuesday, August 8, 2023**  
 Meeting Time: **Noticed for 10:00 AM**

### CPCNH Member Outreach & Engagement Committee, Appointed 4/21/23

Member	Name	Present/Absent
Rye	Lisa Sweet, Director (Committee Chair)	Present
Rye	Howard Kalet, Member Rep	Present
Durham	Steve Holmgren, Director	Present
Newmarket	Joseph Lamattina, Director	Present
New London	Jamie Hess, Director	Absent
Enfield	Jo-Ellen Courtney, Member Rep	Present
Pembroke	Jackie Wengenroth, Member Rep	Present (virtual)
Hudson	Craig Putnam, Member Rep	Present
Peterborough	Bruce Tucker, Director	Present (virtual)

#### Also Attending:

- CPCNH: Brian Callnan, CEO; Henry Herndon, Director of Member Services
- CENH: Sam Evans Brown, John Kondos, Katrin Kasper, Melissa Elander
- Exeter: Lew Hitzrot, Renay Allen | Rye Energy Committee: Tom Pfau
- Bfresh: Tom DeRosa
- Resilient Buidings Group: Andrew Hatch
- Calpine: Jhelum Bagchi

## MINUTES

### 1. Welcome & Housekeeping (10 - 10:20 AM)

Committee Chair Sweet called the meeting to order at 10:02am.

*Howard Moved to approve the [7/11/23 Draft Minutes](#). Jo-Ellen seconded. Hearing no objection, Committee Chair Sweet declared the minutes approved by unanimous consent.*



**COMMUNITY  
POWER COALITION  
OF NEW HAMPSHIRE**

## MEMBER OUTREACH AND ENGAGEMENT COMMITTEE – MINUTES

Meeting Type: **Member Outreach and Engagement Committee**  
 Meeting Location: **186 Main Street, Newmarket, NH 03301**  
 Meeting Date: **Tuesday, August 8, 2023**  
 Meeting Time: **Noticed for 10:00 AM**

Ambassadors Program: B-Fresh, as part of the forthcoming 12-month Media Strategy, will host an engagement with Ambassadors to survey and assess resource needs and processes to empower Ambassadors. B-Fresh will then work with Member Services to compile and make available Ambassador resources needs, give B-Fresh and Member Services marching orders, and then regroup to report out on resources / process for Ambassadors.

### 2. Member Services Update — 10:10 – 11:10am

#### a. Member Needs (see [CPCNH Members/Models June2023](#))

Wave 1: Resilient Buildings Group is ramping up and will coordinate with Members and Customer Service to build key account lists. CPCNH will issue mailed notifications to enroll new customers within Wave 1 communities. Dover & Cheshire Co. will launch service starting October 30.

Lew Hitzrot of Exeter raised the question of increasing customer opt-ups and opt-up campaigns. ~87 of ~7,000 Exeter customers have opted up. Mr. Hitzrot suggested establishing an ongoing opt-up campaign, which could take the form of a post-enrollment mailing specifically to encourage opt-ups. Could CPCNH conduct the mailing on behalf of towns? What legal/regulatory considerations are there for CPCNH use of customer lists to mail a second time? What is the cost? How would it be paid for? What would the effectiveness of the mailing be? Would it be possible for a town to use its reserve fund to pay for mailings?

Sam Evans Brown referenced an NREL study that found that opt-up campaigns had low success rates.

The question was raised, How do customers know what rate product they are enrolled in as it is not shown on the bill? How can CPCNH engage customers to inform them of their ongoing rate product, and the benefit/value created by that rate (such as emissions reductions).

Director Jamie Hess inquired about what kind of renewable power are people buying, suggested FAQ #23 on [www.CommunityPowerNH.gov](http://www.CommunityPowerNH.gov) did not satisfactorily answer the question. Member Rep Jo-Ellen Courtney commented that as CPCNH matures and develops programs and projects, and moves away from simply relying on purchase of Renewable Energy Certificates (RECs) to supply clean power, the messaging on clean energy and value becomes more clear

Chair Below shared that Lebanon has achieved a 4% opt up rate (3% to Clean 100 and 1% to Clean 50) relative to the typical 1% opt up rate seen in other towns as a result of a concerted opt-up effort, and noted that CPCNH has email addresses for customers, but will need to develop a policy for use of emails prior to their use. Adding text to enrollment mailers is another way to promote opt-up actions.

Wave 2: Communities are in process of authorizing launch by approving the Cost Sharing Agreement and Member Service Contract. CPCNH is finalizing the Wave 2 launch timeline(s) which will result in customer enrollments as early as February 2024 or starting in April 2024.



**COMMUNITY  
POWER COALITION  
OF NEW HAMPSHIRE**

## MEMBER OUTREACH AND ENGAGEMENT COMMITTEE – MINUTES

Meeting Type: **Member Outreach and Engagement Committee**  
Meeting Location: **186 Main Street, Newmarket, NH 03301**  
Meeting Date: **Tuesday, August 8, 2023**  
Meeting Time: **Noticed for 10:00 AM**

Wave 3: Communities are moving through public hearings and will obtain local and state approvals in March 2024, targeting a May/June 2024 launch and enrollment.

New Member Onboarding: Recent new members include the City of Somersworth and the towns of Campton, Loudon, and Tamworth.

### **b. Clean Energy NH**

Sam Evans Brown shared that Energy Circuit Riders are having lots of community-level conversations to introduce new towns to CPCNH options from Cheshire Community Power, Androscoggin Community Power, and town programs in Seacoast NH.

### **c. Resilient Buildings Group**

Andrew Hatch introduced himself and shared that his firm had been enlisted to support (1) Key Account Services; and (2) Community Engagement to bring interested towns into the Membership.

### **d. B-fresh**

Tom DeRosa described the forthcoming 12-month Media Strategy and recent articles including:

- <https://www.nhbr.com/qa-community-power-coalition-ceo-brian-callnan/>
- <https://indepthnh.org/2023/07/28/roger-wood-talks-community-power-coalition-with-ceo-brian-callnan/>

## **3. Communications — 11:10 - 11:30am**

The Committee reviewed and discussed the folder: [Communications Resources for EACs](#).

The Committee reviewed [FAQs](#) shared the following comments:

- #23, Renewable Energy FAQ does not make sufficiently clear the source of the clean power. Where does my electricity come from? Where does my clean electricity come from?
- #8, Product options (Granite Basic, Granite Plus, Clean 50, Clean 100) could be better explained, and discussion of switching should clearly describe the monthly billing/switch cycle
- Add: “What if my power goes out? Call Eversource!”
- #16, Rate Setting, should make more clear the dates and cycles during which both utility rates and Coalition rates are set and effective. setting schedules

The Committee discussed communications and sharing information/alerts using social media.



**COMMUNITY  
POWER COALITION**  
OF NEW HAMPSHIRE

## MEMBER OUTREACH AND ENGAGEMENT COMMITTEE – MINUTES

Meeting Type: **Member Outreach and Engagement Committee**  
Meeting Location: **186 Main Street, Newmarket, NH 03301**  
Meeting Date: **Tuesday, August 8, 2023**  
Meeting Time: **Noticed for 10:00 AM**

The Committee discussed Net Metering and Chair Below shared that on Thursday 8/17 at 9am, the Public Utilities Commission would hold a Prehearing Conference on [DE 23-063, the Joint Utility Petition Seeking Waivers for Community Power Rules](#).

#### 4. Adjourn, next meeting September 12

*Member Rep. Howard Kalet moved to adjourn. Member Rep. Jo-Ellen Courtney seconded. Hearing no objection, Committee Chair Sweet declared the meeting adjourned by unanimous consent at 11:29am.*