



**COMMUNITY
POWER COALITION
OF NEW HAMPSHIRE**

MEMBER OUTREACH AND ENGAGEMENT COMMITTEE – APPROVED MINUTES

Meeting Type: **Member Outreach and Engagement Committee**
 Meeting Location: **14 Dixon Ave, Suite 201, Concord, NH 03301**
 Meeting Date: **Tuesday, February 20, 2024**
 Meeting Time: **Noticed for 10:00 AM**

CPCNH Member Outreach & Engagement Committee

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

Also Attending:

- CPCNH Staff: Henry Herndon; Brian Callnan
- CPCNH Members & Board:
- CENH: Sarah Brock, Melissa Elander
- RBG: Madelyn Bradley, Andrew Hatch
- Bfresh: Andrew Provencher

MINUTES

1. Welcome & Housekeeping

Rollcall, quorum confirmation (1/3 of 10 → 4), consensus on agenda

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

Approval of 1/9/24 draft minutes

Director Lamattina moved to approve the 1/9/24 minutes as amended. Seconded by Member Rep Craig Putnam. Hearing no objection, Committee Chair Sweet declared the minutes approved by unanimous consent.



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2. Member Services Update

Henry Herndon summarized certain highlights from the staff report:

- ⚡ The Member Services team has implemented Mailchimp, an email communications platform, and populated it with an initial ~1,200 subscribers and tagged and sorted into categories for communications. Subscribers include Members, local municipal leaders and members of community power and energy committees, energy industry partners and vendors, grassroots, advocacy, and academia, media contacts, and other individuals.
- ⚡ Member Rep Mark Terry, Director Bruce Tucker, and others spoke to the Consumer Advocate’s complaint against three Community Power towns serviced by the broker Standard Power. The complaint charges the programs impending launch at rates higher than the utility service rates violate commitments in the Electric Aggregation Plans approved by town meeting voters and by the Public Utilities Commission. The Committee discussed that CPCNH should ensure community leaders and towns considering Community Power options are informed about their options and the differences between brokers like Standard Power, particularly that CPCNH would never be in a position of similarly violating commitments made to the public via Electric Aggregation Plans. CPCNH’s governance structure ensure incentive alignment between CPCNH as the service provider and the Member cities and towns, and CPCNH’s business model of actively managing a wholesale power portfolio is much more sophisticated and flexible than the broker model, which in this case locked in a single rate 5 months prior to launch without knowing what the utility’s competing rate would be.
- ⚡ Member Reps Jo-Ellen Courtney and Craig Putnam, Committee Chair Sweet, and other members of the Committee spoke in favor of CPCNH accepting NHPR’s invitation to sponsor the By Degrees Climate Summit. The previously approved 12-month Public Engagement Strategy anticipated and planned for the sponsorship.
- ⚡ The Member Services Team has completed comprehensive Wave 2 Launch preparations for 12 communities and ~30,000 customers, who will be enrolled on their March meter reads.
- ⚡ The Member Services Team completed the Projects & Programs survey, but the publication of the survey has been put on hold in deference to the ongoing Board and Committee Interest survey. The Committee discussed the following comments:
 - Consider including a section and questions that are member-experience oriented to solicit information about Member experience, testimonial quotes, and other information.
 - Staff should be prepared with a plan that incorporates the survey into the larger comprehensive strategy for project and program development, and consider implications for the new staff hires: Director of Projects and Programs; Analyst. Survey publication could either be held until the new staff are hired and can participate in its design, or published sooner so results can be presented at the April Annual meeting.



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- ✦ CPCNH will tomorrow issue ~10,000 enrollment mailers as part of the “quarterly customer refresh” to identify and enroll customers who have newly applied for utility electric service, or who have recently returned to utility default service from 3rd party supply and have not previously opted-out of Community PowerNew customer refresh. Liberty utilities has failed to provide workable reports to enable these customer refreshes for nearly 4 months resulting in ~\$22,000 in monthly lost savings / costs to customers
- ✦ Certain communities may form a Wave 3 launch in June. This group of Members will be known by April 1 which is the deadline for Cost Sharing Agreement approvals for this launch group. The Committee discussed the pros and cons of relying on volunteer Ambassadors to staff public information sessions. There is value in having the perspective of an Ambassador who has gone through the process. However, Ambassadors should not be relied on to serve as professional technical experts as the staff team is, and over reliance solely on Ambassadors without professional staff support presents a credibility risk to CPCNH if there are not professional staff available to answer questions as well.

3. Public Engagement

Calendar - see Attachment: MOE 2024 Planning Document

Committee Chair Sweet reviewed the Member Outreach and Engagement 2024 Planning

Office Hour + NEM FAQ memo - attached in email

Director Bruce Tucker is monitoring netmeter@communitypowernh.gov. Net Metered customer inquiries will go to the contact center to handle them generically, and in instances where the customer desires more expert or technical guidance on whether or not to enroll, escalate to this email address. Members are welcome to direct Net Metered customers who require expert guidance to this email address.

Policy Priorities Webinar

Member Services is coordinating with RLAC in the early stages of planning strategy for public awareness and advocacy campaign towards enabling energy innovation and realizing the full value of Community Power as made possible by a competitive, innovative, open-access retail electricity market.

4. OPERATE Phase

- ✦ Materials & Customer / Public Communications
 - The Committee discussed development of certain materials for customer and public education addressing topics including but not limited to: new customer refreshes (including Liberty’s failures to enable); rate setting; financial reserves; Join / Plan / Launch / Operate; and more. Audience for materials could be Members, customers, local officials, relators, etc. The Committee discussed



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the possibility of mailing various of printed handouts which are typically not distributed via mailings.

- Member Rep Putnam raised the question of how to use MailChimp and/or the CRM to communicate directly via email with customers, and inquired as to whether one system could be used to notify customers of rate changes. The Committee generally agreed that there was desire among the Membership directly notify customers of rate changes. The Committee discussed elevating web-based email sign up options. The Committee discussed the importance of carefully managing the relationship between the customer service CRM and the MailChimp communications system. Committee Chair Sweet noted that as CPCNH becomes the normal way of getting power, rather that receding into the background, we should make sure we continue to utilize communication channels to keep people informed and aware.

5. Annual Meeting Prep

Committee appointments

Committee Chair Sweet encouraged members of MOEC to consider whether they wished to continue to serve on the Committee for another year, and noted that 10 of the Committee's 12 seats were currently populated, and that at least one member had indicated they would step off. Committee Chair Sweet voiced her desire to have a vice chair to support agenda development, and would also entertain someone else stepping into the Chair role.

Annual MOEC Report

6. Adjourn, next meeting March 12

The Committee discussed adjusting the meeting date to Wednesday March 13th, 10am – 11:30am.

Member Rep Putam moved to adjourn. Member Rep Courtney seconded. Hearing no objection, Committee Chair Sweet declared the meeting adjourned by unanimous consent at 11:35am.