



To: Sam Evans Brown & Gina Blus, Clean Energy NH
From: Chair Below
CC: Director Sweet, Consultants Herndon & Golding
Date: 26 October 2022
Subject: CENH Work Plan (10/25/22 to 11/25/22)

CENH WORK PLAN

CENH is authorized to commence work on the following tasks:

1. **MemberOps Planning, Project Management & Materials Refresh (lead: ECR Director)**
 - a. Collaborate w/ Director Sweet & Consultant Herndon to (1) review and assess CPCNH Member Services resource inventory, databases, trackers and processes; (2) identify gaps; (3) formulate plan for updating/streamlining materials and filling gaps; (4) begin materials update/refresh.
 - b. Establish regular meeting schedule with Director Sweet and Consultant Herndon to coordinate progress on work activities.
 - c. Plan (1) CPCNH Members Public Engagement Workshop; and (2) Member candidate forums
 - d. Inventory CPCNH Member websites and logos; plan development of website and logos in coordination w/ Director Sweet & Consultant Herndon.
 - e. Collaborate with Chair Below, Director Sweet, Consultant Herndon, and the CPCNH Member Operations & Engagement Committee (“MemberOps”) to develop a draft Work Plan for CPCNH’s Member Services tasks, task owners, & deadlines through Q1 2023 (December 2022 to March 2023).
2. **CRM, Calendaring and Tracking (lead: Deputy Director)**
 - a. Establish and maintain a shared Google Calendar of CPCNH Member events and milestones (e.g., Electric Aggregation Committee meetings).
 - b. Support CPCNH to implement a Customer Relationship Management (CRM) database for CPCNH’s Member, community, media, and other contacts, for the purposes of facilitating CPCNH’s and CENH’s targeted outreach, scheduling, engagement, milestones, and follow-up task tracking for Member Service requirements; advise on CRM functionality.
 - c. Establish regular Calendar & CRM monitoring and reporting process w/ Consultant Herndon & Director Sweet (e.g., meetings, written reports)



3. Policy Monitoring (leads: Director of Energy Transition / Executive Director)

- a. Attend and participate in CPCNH Regulatory and Legislative Affairs Committee (RLAC) as needed; participate in 2023 legislative session “kick-off meeting” with RLAC and/or CPCNH Chair and RLAC Chair.
- b. Identify and track LSRs, bills, proceedings, etc. relevant to CPCNH; develop template CPCNH-specific policy report; provide reports/updates as needed.

4. Statewide Media Strategy Planning (lead: Executive Director)

- a. Collaborate w/ Director Sweet & Consultant Herndon to develop “media kit” and public engagement campaign resources for CPCNH Members (e.g., addenda to “Public Outreach Planning Agenda”)
- b. Organize virtual media training for CPCNH Members
- c. Draft a CPCNH media strategy including messaging milestones and objectives (Nov 2022 – May 2023).

CENH Deliverables

1. CPCNH Member Resource Inventory Assessment
2. Functional implementation of Little Green Light CRM
3. CPCNH Members’ Google Calendar
4. Template policy report
5. Draft Statewide Media Strategy
6. Work Plan for December 2022 to March 2023
7. Plan for CPCNH Member Public Engagement Workshop
8. Plan for Member Candidate forums

CPCNH RESPONSIBILITIES AND COMMITTEMENTS

Director Sweet and/or Consultant Herndon will be available during normal business hours to communicate with and support CENH and will serve as CENH’s primary points of contact in most instances. Chair Below and Consultant Golding are also available to provide targeted support and engagement as needed.

CPCNH will support CENH in carrying out the above Work Plan by providing the following resources, information, and feedback in a timely fashion:

1. **MemberOps Planning, Project Management & Materials Refresh:** collaborate and provide information and documentation as needed to develop CENH’s understanding of CPCNH’s critical path and Member Service requirements, including the following:



- a. Member Electric Aggregation Committee (EAC) Registration w/ Public Utilities Commission (PUC)
- b. Member Community Data Requests
- c. Member Joint Powers Agreement (JPA) Amendment Approvals
- d. Wave 1 Electric Aggregation Plan (EAP) Submission to PUC
- e. Wave 1 Anonymized Customer Data Requests
- f. Wave 1 Member Logo Development
- g. Wave 1 Member Public Engagement Planning & Campaigns
- h. Wave 1 Governing Body execution of Cost Sharing Agreement and approval of Energy Risk Management, Rates, and Reserves Policies
- i. Wave 1 website & logo development
- j. Wave 2 EAP Process Support (timelines / meeting scheduling)
- k. Wave 2 EAP Local Adoption and State Approval Support
- l. New Member Engagement and Onboarding Support

Provide CENH with a complete set of CPCNH's current templates and educational / marketing materials for review; identify necessary updates; discuss and agree upon requirements and priorities; and provide timely feedback on updated drafts of any materials developed by CENH.

Support CENH to attend and engage at MemberOps meetings for the purposes of Member relationship development and work planning.

Meet and collaborate with CENH and provide timely feedback on any interim Work Plan deliverables developed.

2. **CRM, Calendaring & Tracking:** license Little Green Light and provide account access credentials to CENH; provide CPCNH's Contact Spreadsheets for migration to CRM; advise on any necessary updates; collaborate with CENH to identify objectives; help to assess and define settings / customizations; participate as requested to test the CRM; and provide feedback to enhance reporting and use.
3. **Policy Monitoring:** support CENH to attend and engage at Regulatory and Legislative Affairs Committee (RLAC) meetings to discuss policy priorities; identify key proceedings to begin tracking; provide timely feedback on CENH tracking templates and update reports.
4. **Statewide Media Strategy Planning:** provide CENH with requested input and feedback as required to develop and refine CPCNH's statewide media strategy.

EXPENSE AUTHORIZATION, TRACKING, BUDGET ESTIMATE & NOT TO EXCEED

CENH is authorized to commence working and accruing hours on a deferred compensation basis, subject to the requirements of CPCNH's Board provided in section "*Work Authorization Terms, Acceptance, and Approval*" below.

CENH estimates expending up to approximately 144 hours of staff time during this period, at an approximate budget of \$8,300.

CENH's regular not-to-exceed budget is \$12,000 on a monthly basis.

CENH will provide a report each month detailing the work performed during that period, personnel who performed the Services, hours worked, and the type of task(s) for which work was performed (e.g., policy monitoring, public engagement materials, etc.). CENH is under no expectation or obligation to provide a detailed accounting of every task performed

CENH staff are authorized to incur mileage costs for travel to CPCNH MemberOps and Regulatory and Legislative Committee meetings and other CPCNH meetings upon request of the Chair.¹ Additional expenses must be approved in advance by the Chair. Refer to the attached spreadsheet for use as a template in preparing expense reports for billing purposes.

WORK AUTHORIZATION TERMS, ACCEPTANCE & APPROVAL

CPCNH's Board has authorized CENH to commence work and track staff hour expenditures for the purposes of supporting CPCNH's Member Operations and Engagement Committee (MemberOps) planning activities, implementing CPCNH's Customer Relationship Management (CRM) platform, refreshing and preparing CPCNH's Member Services marketing materials and template documents, and other internal preparatory activities required to support CPCNH's Wave 1 Member and new community engagement activities, with all work authorizations subject to Chair approval in advance of commencement of work, provided that CENH acknowledge that (1) CENH is working entirely at-risk during this period in advance of contract finalization and execution, and shall not be reimbursed for any expenses during this period in the event a contract is not executed, (2) CENH is authorized to commence work on activities approved by the Chair, and (3) CENH is not authorized to engage with any external third-parties on CPCNH's behalf in advance of contract execution.

¹ Mileage will be billed at the standard U.S. GSA rate, which is currently set at \$0.625 per mile and is adjusted annually, and accompanied by a spreadsheet providing the date, purpose, personnel, start and end location, number of miles, and calculated mileage cost (refer to attached spreadsheet).

IN WITNESS WHEREOF, the duly authorized representative for CENH hereby accepts the above terms and the CPCNH Chair hereby approves this work plan:

**COMMUNITY POWER COALITION
OF NEW HAMPSHIRE**

**NH SUSTAINABLE ENERGY
ASSOCIATION
dba CLEAN ENERGY NH**

By: Clifton Below
Signer ID: BZYGZNG7U8...

By: [Signature]

Name: Clifton Below
Title: Chair of the Board

Name: Sam Evans-Brown
Title: Executive Director

Date: October 27, 2022

Date: October 28, 2022

ATTACHMENTS

1. Template Mileage and Expense Tracker (spreadsheet)