



To: Member Outreach and Engagement Committee
From: Henry Herndon, Director of Member Services
Date: February 14, 2024
Subject: Staff Report (V1.1 updated/corrected)

Table of Contents

COMMUNICATIONS.....2

- Hollis has joined the Coalition! Welcome Hollis!.....2**
- Mailchimp Implementation2**
- New Coalition Testimonial Videos.....2**
- Quarterly Update2**
 - Event: Member Candidates Forum.....2
- Reputational Risk to Community Power3**
- NHPR By Degrees Climate Summit: Invitation to Sponsor3**
- Media Highlights..... 4**

WORKPLANS AND STATUS UPDATES 4

- Successful Execution of Wave 2 Launch Preparations..... 4**
- Projects & Programs Survey 4**
- April refresh mailers → Feb 21 mailing, April enrollments5**
- Wave 3 Approval and Launch Status Report.....5**
 - Event: Workshop on Coalition Agreements & Policies.....2
- Targeted Outreach and Key Accounts2**
- Merrimack County.....2**
- Androscoggin Valley Community Power3**
- CPCNH Invited to Staff and Attend Concord Events.....3**
- Additional Areas of Responsibility3**

COMMUNICATIONS

Hollis has joined the Coalition! Welcome Hollis!

Mailchimp Implementation

Our team has acquired and set up Mailchimp, an email, communications and CRM tool, and populated it with an initial 950 subscribers from the legacy spreadsheet-based CPCNH Contact Database. The tool is set up with tags we will use to segment and communicate with different groups for communications and advocacy purposes. Member Services is also taking on the task of managing a social media presence.

New Coalition Testimonial Videos

Check out our two new videos on YouTube!

Member Benefits of Community Power

<https://www.youtube.com/watch?v=-1vmUBE9GVw&t=14s>

About Community Power Coalition

<https://www.youtube.com/watch?v=F5Q8faoKeYw&t=3s>

Our plan for publicizing is as follows:

- ✔ Upload videos to YouTube (complete)
- ✔ Posted videos to www.cpcnh.org homepage (complete)
- ✔ Email link to videos to Members/Board with request to share/post on social media
- ✔ Post to CPCNH LinkedIn & social media accounts.
- ✔ Email “Welcome to Community Power Mailchimp!” to subscribers list with link to videos with invitation to share / post on social media.

Quarterly Update

Pending completion of Regulatory & Legislative Affairs section and CEO review/approve, we aim to publish the update to subscribers the week of February 12. (Attached Separately).

Event: Member Candidates Forum

CPCNH maintains a list of ~35 communities that have expressed interest in Community Power and CPCNH but have yet to join the Coalition. The Member Services Team is preparing to reach out to each of these communities, check in on their status, share our Quarterly Update, and invite the communities to Member Candidate Forum Event

- ✔ **Date/Time:** Tuesday March 5th, 5pm
- ✔ **Eventbrite Details:** <https://www.eventbrite.com/e/community-power-member-candidate-forum-tickets-825398267437?aff=oddtcreator>

Reputational Risk to Community Power

The NH Consumer Advocate has called for a 'Time Out' for three town's Community Power programs that are not in any way affiliated with CPCNH. <https://bit.ly/49Ed2dT>

"Each of these towns submitted a Community Power Aggregation plan to the PUC and each got approval, as required," said Consumer Advocate Donald Kreis. "But each of these plans affirmatively stated that the program would not launch unless it were able to offer customers a rate that is lower than the one available from the local utility."

These developments pose a reputational risk to Community Power and it is reasonable to expect there may be negative publicity associated with these programs.

CPCNH should be prepared, at minimum, with the following clear messages distinguishing our organization from the broker firm responsible for Community Power in these towns.

- ✔ Community Power Coalition of New Hampshire includes in its Electric Aggregation Plans a commitment not to launch Community Power programs at supply rates that exceed those offered by the electric distribution utility, and we take this commitment very seriously.
- ✔ Each of the twenty-eight cities and towns currently served by CPCNH has launched with immediate and sustained rate savings for customers. CPCNH has consistently, for three consecutive utility rate periods, offered lower supply rates relative to each of the three investor-owned utilities.

NHPR By Degrees Climate Summit: Invitation to Sponsor

NHPR has invited CPCNH to be a Gold Level Sponsor its 2024 By Degrees Climate Summit. The event will take place Thursday, April 4th, 2:00-5:30pm at UNH. The sponsorship level includes:

- ✔ Included in 75 Climate Summit on air promotional mentions in March and April.
- ✔ Six (6) Premium Plan Messages every week for 5 weeks in April (March 27 April 30). Total 30 messages (50% guaranteed placement in drive time).
- ✔ One underwriting message during NHPR's Broadcast and one on Rebroadcast (Friday, April 26 @ 1pm ; Saturday, April 27 @ 12pm).
- ✔ Company preshow stage mention at By Degrees Climate Summit.
- ✔ Company brand exposure on the By Degrees Summit Live Stream Event.
- ✔ Premium banner placement (300x250) on By Degrees reporting landing pages.
- ✔ 15,000 Online Banner impressions on NHPR's April 2024 [website].
- ✔ Two VIP tickets to the event.

Package Value: \$10,000 | Branding Investment: \$8,995. See Attachment for details.

Media Highlights

Merrimack County Joins CPCNH: <https://bit.ly/3um4Yzz>

Five years later, NH's community power law is reshaping electricity market:
<https://bit.ly/42zTLI0>

Interest in Community Power Surging in NH: <https://bit.ly/3wgs23e>

WORKPLANS AND STATUS UPDATES

Successful Execution of Wave 2 Launch Preparations

Our Coalition's Wave 2 Members, supported by the Member Services Team, has successfully completed all launch preparations. All that remains in the launch process is to send and process enrollment transactions in March, and to continue to provide quality customer service to our newest ~30,000 customers across 12 towns. Our team has:

- ✦ Worked with our Wave 2 Members to understand and adopt CPCNH policies and agreement;
- ✦ Led workshops to strategize and execute public engagement campaigns;
- ✦ Designed, produced, printed, and shipped customized materials (banners, posters, handouts, signage) to all launching towns;
- ✦ Place print ads to publicize public information sessions;
- ✦ Authored, designed, printed and mailed ~30,000 enrollment letters;
- ✦ Designed and published nine new webpages for launching members, and updated and maintained all Coalition webpages including posting of updated rates;
- ✦ Reached an all-time high of contact center activity and resolved hundreds of customer service inquiries (staff regularly fields and resolves customer service escalations);
- ✦ Coordinated staffing for 12 public information sessions, including development of presentation materials workshops, mailings, websites, public info sessions;
- ✦ Revised and published updated Net Metering FAQs;
- ✦ Expanded Cheshire Community Power service from an initial three towns at the November 2023 launch to a current six towns.

Projects & Programs Survey

The Projects and Programs survey is completed and can be viewed here: <https://www.surveymonkey.com/r/36KBYRW>. As CPCNH is about to publish and disseminate the Board and Committee Interest Survey in preparation for the April Annual Meeting, we may delay publication of the Projects and Programs Survey.

April refresh mailers → Feb 21 mailing, April enrollments

This January and February we have placed an order for and are working with RC Brayshaw to issue 9,111 new customer refresh mailers in the following quantities for our operating Community Power Aggregations:

Eversource: Canterbury – 63 | Cheshire – 196 | Dover – 1967 | Enfield – 4 | Hanover – 4 | Harrisville – 65 | Nashua – 3905 |

Peterborough – 380 | Plainfield – 45 | Portsmouth – 1434 | Rye – 282

Unitil: Canterbury – 66 | Exeter – 700

Our target mailing date is February 21 with enrollments scheduled for April meter reads.

For nearly four months Liberty Utilities has failed to produce usable 2205.05 reports and a customer list to enable CPCNH to identify and enroll customers who have recently applied for service or returned to utility default service from a third-party supplier. Approximately 1,000 customers in Enfield, Hanover, Lebanon, Plainfield, and Walpole served by Liberty Utilities are being prevented from being identified and enrolled into Community Power and receiving the associated benefits. The result is ~\$25,000 per month in customer savings each month through January 2024.

Wave 3 Approval and Launch Status Report

Requirements for a potential Wave 3 Launch in June are extremely tight with very little margin for error or delay.

Our Member Services Team, to keep open the possibility of a June 2024 Wave 3 Launch, has supported seventeen Coalition Member communities to:

- ⚡ Complete Electric Aggregation Plans (with Member Services technical review);
- ⚡ Hold multiple public hearings on those EAPs; and
- ⚡ And file those EAPs with the Public Utilities Commission in advance of the January 18 deadline/requirement.

The next requirements are (1) town meeting adoption of the EAP in March; and (2) local governing body approval of CPCNH Cost Sharing Agreement & policies prior to April.

The Member Services Team has:

- ⚡ Customized and distributed [20 Cost Sharing Agreements](#) to this group of Members,¹ along with summary cover letters, template motions; along with,
- ⚡ [Presentation materials](#) detailing the contents of the Cost Sharing Agreement, Member Services Contract, and policies for Energy Portfolio Risk Management, Retail Rates, Financial Reserves, and Data Security and Privacy.

¹ The Member Services Team worked with legal counsel to identify and incorporate certain immaterial updates to the Cost Sharing Agreement including: (1) updating list of Members (Article III); (2) removing outdated and immaterial language describing the future hiring of a CEO (Article V); and (3) addressing annual changes in Renewable Portfolio Standard minimum requirements which are included in the Granite Basic rate product.

Our next priority is to work with each of the seventeen Members in this group to schedule a date at which time the local governing body will take up these agreements and policies and CPCNH staff may attend to present and/or answer questions.

The Member Services Team completed a design brief and placed an order for 20 CPA logos and prepared “coming soon” webpages for these Member communities.

Additional milestones for the Wave 3 group include, but are not limited to:

- ✦ Week of February 26, feedback initial designs of ~20 CPA logos
- ✦ Tuesday March 12, typical town meeting day
- ✦ Monday March 18, CPCNH issues requests for all 2204.02 anonymized load data files and 2204.03 customer lists
- ✦ Week of March 25, logos finalized
- ✦ Monday April 1, deadline for all CSA approvals / target for public engagement campaign kick-off workshop
- ✦ First week of April: CPCNH places print/mail order
- ✦ April Risk Management Committee procurement authorization meeting
- ✦ April 19, CPCNH submits 45-day advanced launch notice to utilities
- ✦ April 26, target date for mailing, all webpages completed
- ✦ Coordinate scheduling, staffing and materials for public information sessions

Event: Workshop on Coalition Agreements & Policies

Our team is planning a virtual workshop for all Wave 3 Member Representatives, Alternates, and municipal staff and officials on the agreements on policies.

Date/Time: Tuesday February 27, 5pm **(CORRECTED DATE)**

Targeted Outreach and Key Accounts

The Member Services Team continues to work field inquiries from and work with certain commercial customers. While we are active in engaging with incoming key account inquiries, the majority of the Member Services resources currently remain allocated towards planning for and launching Community Power programs. We are exploring various options and strategies for enhancing key account services.

Merrimack County

The Member Services Team worked with Merrimack County Staff to organize and execute a 1/30 kick off meeting attended by 13 different communities from within the county. Our team will staff hearings scheduled for February 13 and February 27, and will present at the Merrimack County Delegation Meeting on March 8 at which the Delegation will take up adoption of the EAP.

Androscoggin Valley Community Power

The group of CPCNH Members from the Androscoggin Valley, including representatives from Berlin, Randolph, and Shelburne, are pivoting from an initial approach of establishing a regional Joint Powers Agency towards the traditional municipal model of Community Power. Member Services has staffed several public meetings of these Members and has newly equipped the communities with individual EAPs in place of the regional documents.

CPCNH Invited to Staff and Attend Concord Events

The Concord Community Power Committee has invited Member Services to present at the February 15th public hearing on their EAP, and to present at the March 11th City Council meeting at which time the Council will take up the Committee's unanimous recommendation to join CPCNH.

Additional Areas of Responsibility

Additional tasks and activities of the Member Services team include:

- ✦ Regulatory compliance with monthly updating and maintenance of CPCNH rates on the NH Department of Energy's Competitive Electric Power Supplier shopping comparison website.
- ✦ Maintaining and updating CPCNH graphics such as the membership map
- ✦ Monitor inquiries from members and customers, including staffing info@cpcnh.org
- ✦ Maintenance of www.cpcnh.org and www.CommunityPowerNH.gov (including recent design of new "Our Team" Page: <https://www.cpcnh.org/team>)
- ✦ Regular engagements and interactions with interested communities, most recently including: Canaan, Salem Town Council, Rindge, Mason, Northumberland, Raymond, Merrimack, Conway.
- ✦ Creation and set up of an Eventbrite account.
- ✦ Coaching sessions, correspondence and fielding inquiries from CPCNH's 54 Member cities, towns, and counties.
- ✦ Served on 2/4 panel, "The Energy Transition: What Does It Mean for the Granite State" for audience of ~30 in Henniker alongside Consumer Advocate Don Kreis, Dan Weeks of ReVision Energy, and Sam Evans Brown of Clean Energy NH.

Draft Member Services Work Plans available [here](#).

Announcement of NHPR's Climate Summit and Sponsorship opportunities 2024!

A chance to support the regions important environmental reporting and build your businesses brand.



Presented by **nhpr** in collaboration with **NH PBS**

Thursday, April 4th 2:00-5:30PM-Granite Room at UNH Durham

New Hampshire Public Radio, in collaboration with NH PBS, is hosting the 2nd Annual **By Degrees Climate Summit** at the University of New Hampshire, Durham.

NHPR's **By Degrees Climate Summit** focuses on solutions people can undertake within their communities and looks at how to make new practices lasting in our lives. This is a chance to hear about climate resiliency responses that address more than just our environment; solutions that could change the way we live, and where we invest our time, energy, and resources.

This year's event will feature two panels hosted by Morning Edition host Rick Ganley, and All Things Considered host Julia Furukawa.

Panel #1: Strong storms and flooding in 2023 brought millions of dollars' worth of damage and personal losses to people across New England. As towns and cities rebuild and plan for the future, it is imperative to undertake those efforts together. What can we learn from this moment about mitigating and adapting to an already changing climate – together? This first panel features change-makers from across the region who are actively affecting positive change in our communities.

Panel #2: Join Climate Desk reporters Rebecca Hersher (NPR), Mara Hoplamazian (NHPR) – as well as other regional climate journalists for a discussion on the role that journalism can play in affecting community action and accountability.

This event also serves as an opportunity to network directly with individuals and small LOCAL businesses who are already affecting change here in New England – both in the non-profit and for-profit sectors. **The By Degrees Climate Summit 2024** will be offered as a live stream with closed captioning – and its recording (both audio and video) will be used for a later broadcast and distributed on NHPR and NH PBS's platforms during Earth Week 2024.