

# Waterville Valley Community Power Exhibit II

## Education & Outreach Plan

### **1. Initial Outreach and Education**

This Exhibit refers to outreach following the selection of a Competitive Supplier and prior to Program implementation. Note that changes to participants' service, and in particular participants' exit from the program, will be subject to reasonable notice to the distribution utility and may only occur after the next meter read, consistent with Puc 2204.05(g).

The initial outreach and education will provide a description of the Program for retail electric customers and will be conducted via traditional print and TV channels, social media, the dedicated Community Power Program page on the Town's website, public presentations and personal communications to inform retail electric customers about the Program and will include a toll-free number. This effort will provide specific information about the Program and increase public awareness of the goals of the Program and the upcoming opt-out notification process.

#### **1.1 Media Outreach**

Prior to the launch of the Program, the Town will initiate media outreach that may include the use of newspapers and social media to provide greater public education and to describe the Program, the opt-out process, the informational Program page, and the toll-free telephone number. Outreach may also include public service announcements (PSAs), scheduling interviews of Program spokespersons with local media outlets and securing a positive media presence. A news release may be distributed to help achieve the aforementioned goals. Follow-up news releases may be used to update the media on the status of the progress of the Program.

#### **1.2 Notices and Public Postings**

Brochures/flyers will be distributed in Town offices describing the Program, the opt-out process and the toll-free telephone number in order to further reinforce the Program's details. Brochures/flyers may be placed in key gathering areas or buildings (e.g. library, post office, etc.) which will create the necessary repetition of messages required to motivate customer action and build awareness and understanding.

#### **1.3 Customer Service**

The Program will maintain a toll-free telephone number to address retail electric customers' questions regarding the Program, deregulation, the opt-out process, price information and other issues that may arise.

#### **1.4 Community Power Program page on the Town's website**

A dedicated Community Power Program page on the Town's website will be maintained by the Program to provide and coordinate customer communications and services. All information regarding the Program will be posted on the Program page including the toll-free number, forms for enrollment, opt-up and opt-out, and links to the websites of the distribution utility, the New Hampshire Public Utilities Commission, the Competitive Supplier, and the Consultant for related information and services.

#### **1.5 Public Presentations**

Presentations will be provided as needed to municipal officials and to interested community

groups.

### **1.6 Outreach to Persons with Limited English Proficiency or Disabilities**

The Program will be consistent with Town policies to provide access to Program materials for all Eligible Customers. Materials will be provided in English, and translation of materials will be provided as such needs are identified to reach communities with limited English proficiency. The Program will also work with local organizations on accessibility issues as needed, see **Section 4.D** below.

## **2. Customer Notification Letter**

The Customer Notification Letters will be sent via standard mail to the billing address of each retail electric customer per **Section IV.b.ii** of the Plan. The Program will have two versions of this letter, one for Eligible Customers and one for other customers. The notification envelopes and letters will be official Town communications but may be mailed by the Competitive Supplier. The Competitive Supplier shall bear all expenses regarding the Customer Notification Letters.

### **2.1 Customer Notification Letter for Eligible Customers**

Per **Section III.b** of the Plan, all retail electric customers receiving Default Service supply will be eligible for automatic enrollment in the Program (“Eligible Customers”). The notification envelope will be designed to appear as an official Town communication, and it will be clearly marked as containing time sensitive information related to the Program. The notification will contain a letter describing the Program.

The letter will inform Eligible Customers:

- a) about the Program and provide information regarding participation and participants responsibilities and rights
- b) that they have the right to opt-out of the Program without penalty subject to reasonable notice to the distribution utility and may only occur after the next meter read
- c) of all charges, prominently stated, with a comparison of price and primary terms of the Competitive Supplier and the current Default Service offering
- d) that any savings under the Program compared to Default Service cannot be guaranteed because the Default Service rate is subject to changes
- e) about the opt-out process; and
- f) in languages other than English for appropriate customer groups (i.e. toll-free telephone number).

The letter will also contain an opt-out reply card with a simple check off and signature line for eligible customers who do not wish to participate. The envelope will be pre-stamped for return of the opt-out reply card in order to protect customer privacy.

Eligible customers will have 33 days from the date of the mailing to mail back the opt-out card in a pre-addressed postage-paid envelope and the customer notification shall identify the specific date by which the envelopes containing the opt-out card must be postmarked. Automatic enrollment of customers will not start until three days after the date specified for the postmark of the return envelopes to allow for receipt of the opt-out cards prior to the start of automatic enrollments. New Eligible Customers will be enrolled in the Program in accordance with applicable Local Distributor Company rules. Upon initiation of service, these new Eligible Customers will receive the same customer information as all other Eligible Customers.

**2.2. Customer Notification Letter for Other Customers**

The Customer Notification Letter for other customers will, at a minimum, contain a description of the aggregation program, the implications to the Town, and instructions for how to enroll in any of the Program products if desired.

**3. Opt-Out Period Education & Outreach**

After the Customer Notification Letters have been sent, Town will continue its education and outreach to afford residents and businesses the opportunity to learn more and find answers to key questions relating to their decision to opt out or enroll in one of the optional products of the Program. This process will include, at a minimum, a public information meeting within 15 days of the mailing of the Customer Notification Letter. It will also include a similar range of outreach activities as enumerated in **Section 1.1 to 1.6**.

**4. Timeline and Preliminary Marketing Plan for Launch**

The timeline and preliminary marketing plan identifies the steps the Town may take to inform the community about the Program, as described in Sections 1 through 3. The schedule is designed to work towards the estimated date when the Customer Notification Letter is scheduled to arrive in customer mailboxes. The dates may be adjusted to ensure compliance with the minimum written notification timelines for the date of commencement of service to the Public Utilities Commission, the Office of Consumer Advocate, and the Department of Energy per Puc 2205.16.

The costs and implementation of the Education and Outreach Plan will be handled by the Community Power Consultant, under the direction of the Town.

<b>Proposed Timeline</b>		
Action	Days before*	Days after*
A. Update Program page and shopping comparison websites	15	Ongoing
B. Work with local media resources	15	30
C. Active social media outreach	15	30
D. Presentations	15	30
E. Distribute marketing materials	15	30
F. Customer help line	15	Ongoing
G. Mail postcard to all Eligible Customers	5	-
H. Customer Notification Letter arrives	0	0
*From estimated date Customer Notification Letter arrives in customer mailboxes		

**A. Update Program page and shopping comparison website update**

Timeframe: A dedicated Community Power Program page on the Town’s website will be maintained by the Program to provide all customer communications and services starting on or before 15 days before the estimated date that the Customer Notification Letter arrives in customer mailboxes.

The Program page will be maintained on the Town’s website with content provided by the Consultant. After executing an Electric Services Agreement, the Program will update the Program page with a description of the Program and its products, the implications to the Town, and the rights and responsibilities that the participants will have under the Program.

The shopping comparison website is maintained by the Department of Energy to enable consumers to shop for electricity supply products. The Program will post its product information for residential and small commercial customers on the shopping comparison website. Such information will be posted on the website in advance of mailing the Customer Notification Letters.

**B. Work with local media resources**

Timeframe: 15 days before to 30 days after the estimated date that the Customer Notification Letter arrives.

Area Newspapers

The Town will work with area print and online newspapers to disseminate accurate and timely information about the Program. As part of this targeted outreach to these papers, the Town may seek a meeting with the editorial board to establish a good foundation for continued dialogue over the course of the contract. Other newspaper outlets may include other local publications.

Local Public Access Television

The Town may record interviews about the Program and PSAs for upcoming meetings and local broadcast, as available.

Other Television and Radio Stations

Develop press releases to send to other TV stations and radio stations.

Municipal Staff Interviews

Develop Q&A Scripts and prepare municipal staff or volunteers for interviews.

**C. Active social media outreach**

Timeframe: 15 days before to 30 days after the estimated date that the Customer Notification Letter arrives.

Boost traditional media coverage on social media platforms, with the goal of driving traffic to the dedicated Program page of the Town’s website.

In concert with the communication leads of the Town, develop a campaign of planned social media timed to coincide with important milestones in order to keep ratepayers informed, particularly those that may not interact with traditional media on a regular basis. Draft content and graphics to accompany the posts, to be made by Town staff.

Monitor various channels such as Facebook for relevant conversations and questions about the Program. Draft responses to comments and questions and utilize social media as a critical tool in engaging with members of the community.

Identify key social media influencers in the Town, including lawmakers, advocates, and reporters. Develop a spreadsheet of the email addresses and reach out to them to keep them informed about the Program.

**D. Public Presentation**

Timeframe: 15 days before to 30 days after the estimated date that the Customer Notification Letter arrives. This will include, as required in RSA 53:E-7, a public information meeting within 15 days of the mailing of the Customer Notification Letter.

Local Groups

Connect with local groups and associations to see if representatives of the Town can participate in an upcoming meeting or offer to host a dedicated event. Seek their assistance in identifying how to best connect with customers with limited-English capabilities or disabilities that may prevent them from accessing Program information.

- Example groups include neighborhood associations, social service agencies, Business Focus Groups, Rotary, Kiwanis, Lions, Chamber of Commerce.

Reaching the business community is also important. Presenting to the Chamber of Commerce can start this dialogue and lead to additional outreach to and connection with businesses.

Select Board Meetings

Present or provide materials for the Select Board meetings and any constituent meeting they may have.

**E. Distribute Marketing Materials**

Timeframe: 15 days before to 30 days after the estimated date that the customer Notification Letter arrives.

Many groups may have a natural interest in promoting awareness about the Program and can be provided with electronic and hard-copy materials with reference information for the Program.

Distribute materials to key locations such as Municipal Offices and Public Libraries.

**F. Customer Help Line**

Timeframe: 15 days before the estimated date that the Customer Notification Letter arrives and ongoing thereafter.

Establish customer helplines with the Competitive Supplier and Community Power Consultant to answer customer inquiries.

**G. Mail postcard to Eligible Customers**

Timeframe: 5 days before the estimated date that the Customer Notification Letter arrives.

Post Card

Send out to Eligible Customers prior to the Customer Notification Letter. Establishes that there is a community-sponsored Program and increases the likelihood that recipient engages with the more detailed Customer Notification Letter.

**H. Customer Notification Letters Arrive**

Sent to all retail electricity customers. See **Section 2** above for details.

**5. Ongoing Outreach and Education**

The Town intends to continue outreach and education for customers after enrollment in the Program. The costs and implementation will be handled by the Community Power Consultant, under the direction of the Town. These efforts will include:

- **Program impact:** Key metrics relating to cost performance, renewable energy purchases and Program enrollment. Particularly as the Program accomplishments relate to progress towards the Town’s ambitious short- and long- term goals for renewable energy and greenhouse gas emission reduction. This will also include the Energy Source Disclosure labels for the electricity supply.
- **Opt up campaigns:** On-going campaigns to recruit participation into its optional product(s) that contain more renewable energy than required by law (“Opt up campaigns”). Increasing participation in these products will serve the Town’s goals to expand new renewable energy and reduce greenhouse gas emissions.
- **Customer awareness:** Rights and procedures for Program participants; contact information for customer inquiries, responses to frequently asked questions, and details regarding the Program’s electric supply and renewable attributes.
- **Public input:** As the Program considers changes to further its progress toward a 100% renewable future and other goals, Town will manage outreach to solicit input and feedback from the community.
- **Program changes and evolution:** Any changes in offerings and prices will be posted on the Community Power Program page on the Town’s website.

The Program will utilize similar mediums for on-going education and outreach as for the initial launch education and outreach, including but not limited to: social media, traditional media, in-person meetings and presentations, outreach to local groups, video, and mail. Translation of all materials will be provided as necessary to reach communities with limited English proficiency.



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April 20, 2023

Daniel Goldner, Chairman  
New Hampshire Public Utilities Commission  
21 South Fruit Street  
Concord, NH 03301

Email: [ClerksOffice@puc.nh.gov](mailto:ClerksOffice@puc.nh.gov)

**Re: DE 23-030 Request for Approval of The Town of Waterville Valley Community Power Plan**

Dear Chairman Goldner,

The Town of Waterville Valley Community Power Plan was submitted for Commission review and approval prior to being submitted to the Town's legislative body for approval, as allowed under Puc 2204.01(a).

The plan was approved by the legislative body on March 15, 2023. This notification is being sent at the same time to the department of energy, office of the consumer advocate, Eversource, and the New Hampshire Electric Coop, as required under Puc 2204.01(g).

Pursuant to current Commission policy, this filing is being made electronically only. Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Decoteau".

Mark Decoteau  
Town Manager

cc:

Office of the Consumer Advocate of NH: [ocalitigation@oca.nh.gov](mailto:ocalitigation@oca.nh.gov)

Department of Energy: [registrations@energy.nh.gov](mailto:registrations@energy.nh.gov), [energy-litigation@energy.nh.gov](mailto:energy-litigation@energy.nh.gov),

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April 20, 2023

Daniel Goldner, Chairman  
New Hampshire Public Utilities Commission  
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**Re: Notification of Formation of a Community Power Aggregation Committee**

Dear Chairman Goldner,

I am writing to provide notice of the formation of the Town of Waterville Valley's Community Power Committee, pursuant to RSA 53-E:6.

On September 14, 2022, the Waterville Valley Select Board, the governing body of the Town of Waterville Valley, commissioned the Waterville Valley Community Power Committee.

Pursuant to Puc 2203.01, here is the required information about our committee.

- **Primary contact for Committee:** Kimberly Rawson, Committee Chair,  
[wvenergycommittee@gmail.com](mailto:wvenergycommittee@gmail.com).

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- **Contact of municipal staff liaison to the Committee:** Mark Decoteau, Town Manager, Rust Municipal Building, 14 TAC Lane, PO Box 500, Waterville Valley, NH 03215, (603) 236-4730, [wvmanager@watervillevalley.org](mailto:wvmanager@watervillevalley.org).
- **Designation of person authorized to request aggregated usage information from the utility pursuant to Puc 2203.02:** Mark Decoteau, Town Manager, Rust Municipal Building, 14 TAC Lane, PO Box 500, Waterville Valley, NH 03215, (603) 236-4730, [wvmanager@watervillevalley.org](mailto:wvmanager@watervillevalley.org).
- **URL of Committee Webpage:** <https://www.watervillevalley.org/community-power-committee>.

Sincerely,

  
Mark Decoteau  
Town Manager