

Rye Energy Committee Meeting Agenda

Tuesday, November 1, 2022

3:00 PM

Rye Public Library

1. Attendance
2. September and October Meeting Minutes Approval
3. Vote to approve new member(s) of Rye Energy Committee
4. Button Up Workshop – Thursday 11/3 at 6:30 pm
5. Newsletter
6. BH solar update
7. School Solar
8. Rye Community Power Logo – bring photo(s) that may be incorporated as logo for Rye Community Power
9. Community Power
 - 9.1. Brief Update
 - 9.2. Pre-Launch Public Engagement Planning with Henry Herndon of CPCNH (see below for draft agenda)
10. Other Business
11. Adjourn

Next meeting December 6, 2022

Community Power Public Engagement Planning Meeting

Agenda

1. Messages
2. Audience, Networks, Thought Leaders
3. Calendaring Engagement Strategies

1. Key Messages

As a committee, select three to five high-level messages to be emphasized in your public engagement activities. Customize from the list below:

1. *Local control / energy democracy: empowering communities to take an active role in energy decisions.*
2. *Cost reduction: lowering energy costs for residents and businesses.*
3. *Competitive rates: delivering stable and competitive rates to customers.*
4. *Rate stability and financial reserves: generating financial reserves to stabilize rates over the long-term and leverage investment into local energy projects*
5. *Expanded choices: affording customers a menu of options including green power products or innovations such as time-of-use rates.*
6. *Renewable / sustainable / clean energy: enabling the community to shift away from fossil fuels and towards renewable / sustainable / clean energy sources.*
7. *Addressing climate change: reducing greenhouse gas emissions.*
8. *Local economic development: creating a pathway to develop local energy generation and storage projects that benefit the local economy.*
9. *Regional collaboration: working regionally to jointly develop cost effective projects for power generation, storage and transportation electrification*

2. Audience, Networks, Thought Leaders

As a committee, brainstorm key audiences, networks and thought leaders to receive and amplify your messages. Customize from the lists and prompts below:

1. *Community organizations (committees, church/school/community groups, nonprofits, schools/universities, associations, chamber of commerce, rotary clubs, key businesses)*
 - ...
 - ...
2. *Local media (print, radio, TV, newsletters, E-blasts):*
 - ...
 - ...
3. *Events and venues and timing (Old Homes Day, bulletin boards, fairs and festivals, tabling events)*
 - ...
 - ...
4. *Thought leaders (elected officials, community leaders)*
 - ...
 - ...

3. Calendaring Engagement Strategies – 20 minutes

Select one to three items from each of the four categories in the previous exercise and customize the table by assigning action items and due dates to individuals:

	<u>Action</u>	<u>Assigned to</u>	<u>Due by</u>
Community Organizations	1. Create and maintain list of contacts	1. ...	
	2. Draft blurb/message to send to x, y, z	2. ...	
	3. Send message to x, y, z, ask to share	3. ...	
Local Media	4. Draft and submit Op-Ed to...	4. ...	
	5. Contact local journalist/outlet with key messages	5. ...	
	6. ...	6. ...	
Events and Venues	7. Sign up to staff event	7. ...	
	8. ...	8. ...	
	9. ...	9. ...	
Thought Leaders	10. ...	10. ...	
	11. ...	11. ...	
	12. ...	12. ...	

CPCNH Resources

CPCNH maintains various resources and materials that are available to members to support public engagement, such as: (1) handouts, 2-pagers, Frequently Asked Questions, and other educational materials; (2) contact database, including lists of media contacts throughout the state; (3) educational videos (<https://bit.ly/3faw6cy>); (4) consultants and service providers that are available to actively assist in preparing or reviewing language, messages, and strategies. Contact: Henry Herndon, henry@cpcnh.org, 781-439-2177.