CITY OF PORTSMOUTH NH

Portsmouth Community Power Public Information Meeting
Wednesday, July 12, 2023
NOTES

Attending: Councilor John Tabor (chair), Councilor Kate Cook, Tim Rooney, Ben D'Antonio, Peter Somssich, Allison Tanner. Staff: Peter Britz, Stephanie Seacord (recording secretary). Excused: Kevin Charette.

1. Roll call and Chair remarks

PEAC"s biggest work is done with the successful launch of Portsmouth Community Power. Portsmouth customers are enrolled, saving money and increasing reliance on renewables. Remaining discussion items:

- Building awareness for PCP and its benefits
- Encouraging customers to opt-up to greener options.
- Determining a schedule for future PEAC meetings.

To start the discussion, Clr Tabor offered comments provided by Kevin Charettee:
PEAC efforts should reinforce awareness of the Aug 1 rates and build confidence in the program and its carbon-reduction benefits to encourage customers to take action to produce greater results – but not shame them. He also suggested the new CPCNH CEO might attend the PEAC September meeting to discuss legislative priorities and future renewable energy projects for Portsmouth or in collaboration with other community power towns.

PEAC members shared comments/suggestions on Portsmouth Community Power adoption:

Clr Cook explained to a resident who was most interested in the savings that he could continue to pay the 15 cent (lower than Eversource) rate that came into effect with PCP and go 100% green as of Aug 1 (since that rate, though higher than Eversource, is the 100% green choice.)

Clr Tabor explained showing a customer how to opt up.

Member Somssich explained that non-profit faith organizations can affirm their green commitment values by opting up. And that they should investigate applying for Federal grant money for energy efficiency and renewables projects.

Member Tanner reported that her group thanks Portsmouth for making the move.

The committee offered several suggestions to communicate:

- Awareness of the program and how it works
- Incentives to opt-up

Because the conversion to PCP was automatic, many customers are not even aware of the program or that it is now in operation.

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Messaging:

1) Did you know you're now part of Portsmouth Community Power?

Check your bill [image] – and your new lower rate!

2) On Aug 1 PCP rate goes to 10.9 cents (Aug 1 Eversource rate is 12.582 cents).

Customers have the option to go greener and still save money.

- Granite Plus (33% renewables) = 11.3 cents/kwh
- Clean 50 (50 % renewables) = 12.3 cents/kwh
- Clean 100 (100% renewables) = 15.2 cents/kwh

3) Change your option at any time! Go 100% green, or make the change in steps.
4) "I opted up!" campaign
5) Keep the messaging very simple and clear. Those who want to opt-up will do so but many simply want the savings. For those who want to 'do something' "PCP saves you money and reduces your carbon footprint. If you want to spend a little more you can really make a difference."
6) Calculate the carbon savings based on the survey tiers – with equivalencies (tons of carbon or cars off the road). Maybe CPCNH could offer a calculator?
7) Compare savings achieved by Rye vs. Portsmouth?
8) Set a savings goal by the end of the year?
9) Not just green house gas reductions but other air quality improvements

Delivering the message:

1) Make finding information about PCP easier.
   - Add PCP logo "button" to City website homepage
   - Include a line about PCP permanently to Water and Sewer bills (including a live PCP link on paperless billing)
2) Leverage Climate Action Plan events on July 24 and 31
   - Distribute postcards
   - Create new poster with specific PCP is here! QR code to PCP website. And opt-up language – maybe map of all CPCNH community members

3) Weekly PCP section with logo in City Newsletter
   - July 17 – Did you know and check your bill message
   - July 24 – New PCP rates and savings coming Aug 1
   - July 31 – Climate Action includes PCP renewables [7/31 Climate forum)
   - Aug 7 – New rates and opportunities to opt up
   - Aug 14 – "I opted up" customer profile
   - Aug 21 – "I opted up" sticker program (Clr Cook investigating options for signs/stickers)

4) Enlist the PHS Eco-Club to encourage their parents to opt-up
5) Senior Center "Dull Men's Club" meeting – Allison to present on Aug 18. Will contact Bob Bogardus.

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Future topics for the fall

Legislative priorities

- Hear from CPCNH CEO
- PEAC make recommendations on bills to follow to City Legislative Subcommittee
- Why isn't NH involved in the Hydrogen Research Hub in the Northeast?
- Brief Rep. Ned Reynolds, member of the Science and Technology Committee

Next meetings:

- Sep 14 at 6:30 pm
- Nov 16 at 6:30 pm

Old business: Any update on Net Metering issues? Now in court.

No Public Comment offered.

Meeting adjourned at 7:35 pm

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