

## Town of Exeter Energy Committee

### AGENDA

June 12th, 2024; 3:30 PM  
Wheelwright Room, Town Offices

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1. Call to Order
2. Public Comment
3. Approval of Minutes - Minutes of May 8, 2024 meeting MOTION to approve. (*Attachment – May 8 Minutes*)
4. Exeter WindowDresser program update (Stephanie, Amy, Mark, Kristen)
  - General update
  - Grassroots Grant status – (no word as of 6/6/24)
  - Signup / Marketing for inserts & volunteers (Alewife, Unutil EV event, Independence Festival)
5. Transfer Station Solar Array Project Update – Dave Sharples (?)
6. Exeter EV charging stations – getting cost estimates for potential CIP project; Next steps
7. Grant Opportunity: NH-DOE [Municipal Solar System Grant Assistance Program](#). Application deadline: noon, August 1. Solar for new Parks & Rec Building? - Kristen
8. EHS update: Abby Manning / Dani Caron – Summer Hiatus?
9. Community Power update
  - Request from Kingston Energy Committee (Rick Russman) to attend meeting on 6/20 to assist their startup effort. Cliff Plans to attend; others welcome;
  - CPCNH to establish new rates for July-Dec on June 27; Going forward, towns will have option to establish new 'local rate tier' to fund discretionary projects. (*See Attached CPCNH memo*)
  - Opt-up Video tutorial – Amy
  - Seacoast Green Challenge (municipal opt-up competition) – no update yet
10. Fall Energy Committee EV Event (National Drive Electric Week: Sept 27 – Oct 6)
  - Continue event in 2024?
  - Choose our date (Sept 28 or 29; Oct 5 or 6)
  - Recruit volunteer(s) to organize event (Cliff will be one); Renay has provided event planning worksheet and date planner (*see Attached How-To doc*) to help with the hand off
11. Other Business / Followup
  - All Boards Meeting on Tuesday June 25<sup>th</sup> 6:30pm; I plan to attend; all are welcome (*See attached email from Pam McElroy*)
  - Host a NH Saves Button Up Workshop in the Fall?
  - Other
12. Agenda items for next meeting (July 12<sup>th</sup>)
13. Adjourn

## Town of Exeter Energy Committee

### **DRAFT MINUTES**

May 8th, 2024; 3:30 PM  
Wheelwright Room, Town Offices

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1. Call to Order: Attendees: Cliff Sinnott, Julie Gilman (Select Board representative), Mark Lemos, Kristen Murphy (Staff liaison), Amy Farnham, Stephanie, Marianne Guest: Marianne Gabel
2. Public Comment: Marianne Gabel, an Exeter resident from Citizen Climate Lobby. Concern re. climate change. CCL has 7 New Hampshire chapters. Goal is to have a Carbon Tax on fossil fuels as they enter the economy, which would get us to 50% renewable energy, on top of IRA goals, by 2030. Senator Sheldon Whitehouse shows models for reaching that goal, of which the carbon tax is the only one to achieve it. Cliff mentioned our Community Power program and the challenge with Opt Up.
3. Approval of Minutes - Minutes of April 10, 2024 meeting MOTION to approve. )  
Amy moves, Mark Second- passed
4. Window Dresser program and 2024-25 Exeter Build (Stephanie, Amy, Mark). Formed the ad hoc committee, and Mell Fuller is coming to our first ad hoc committee meeting on Friday at 1:00.
  - -- Status with Window Dressers organization; establishing Jan. 2025 build date. We need to find out dates. January MLK weekend would be a good time. Materials received on January 17 and go through the January 24. **Stephanie** will confirm with Jessica Williams at WindowDressers. **Julie** will look into Town Hall reservation for those dates. We need to send a photo of the Town Hall to WindowDressers for them to post on their website. **Kristen (??)** will get this photo and **Stephanie** can send it to Jessica.
  - Grassroots Grant status – reviewer feedback / questions. Cliff participated in follow up call last week. Question is about the structure of decision-making in our committee? How are we dispersing decision-making. For this project the ad hoc committee is dispersed from the Energy Committee. Looking to hear by the end of June and can get full, partial, or no grant.
  - Ad Hoc Leadership Committee - Motion to form an ad hoc committee to run the WindowDressers program, consisting of Mark Lemos, Amy Farnham, and Stephanie Marshall. Need to get an Outreach Coordinator and hopefully Mell Fuller. Amy moves, Mark second, passes unanimously.
  - Signup / Marketing for inserts (Alewife, Unitil EV event, Direct Outreach). We have sample insert, display materials which **Kristen** will make stickers with her contact information, and sign up sheet with option for Volunteer and Inserts.
5. Transfer Station Solar Array Project Update – Kristen All permits have been secured. Now set up to move forward. Have been onsite surveying and constructing the ballasts.
6. Exeter EV charging stations – potential locations; funding, relevance to parking study; next steps (Amy, Kristen, Dave). Communication from RPC that we can add charging station locations to be on a list for possible sites in town. Most cost effective site is where there is a building right next to the parking spaces. Inflation Reduction Act has 30% discounts for the West side of Exeter. Grant would provide 80% of the cost. Possible sites at the Senior Center. Should be in the town CIP (Capital Improvement Plan) We should go for 4 spots, 2 chargers for \$40,000 - \$100,000. **Kristen** will submit to the CIP which will go to the Planning Board.
7. Exeter EECBG ('Jack Frost') Project Update (Kristen, Renay) - Kristen has been getting feedback on their project. Because we included Unitil as the match, they needed so much information. There is no date of funding or estimate as yet.

8. Alewife Festival (May 11th) – EC table & materials (Window Dressers, Opt-Up, EV, other?); attendance shifts. Amy will be at the Alewife Festival. Mark can do 2 hours- 11:00 - 1:00. Amy 10:00- 12:00. Stephanie will do 10:00-11:00, and 11:00-1:00.
9. EHS update: Abby Manning / Dani Caron .Abby and Dani have scheduling conflicts for this meeting and are not able to attend.
10. Community Power update
  - Canva Flyer Revision – Mark.  
(Draft revision attached – please send Mark suggested revisions). **Kristen** can update except for the tables. **Mark** will finalize the copy. Motion: Stephanie with Mark Second. Approve new brochure for opt up information.
  - Opt-up Video tutorial? – Amy **Amy** needs to work with someone who is under Community Power for the video. Amy will work with Julie.
  - Seacoast Green Challenge (municipal opt-up competition) -Cliff. John Tabor wrote to Renay to participate in a municipal competition for opt-up? Cliff will say we're in. Kristen suggests having office hours to get people to opt-up and have people bring their electric bills. **Kristen** will look into IT issues for using town computers.
11. Other Business / Followup
  - a. Unitil EV Event, June 8<sup>th</sup> – Energy Committee tabling opportunity
  - b. Host a NH Saves Button Up Workshop in the Fall?
  - c. Communications: Stratham Energy Commission – interested in future project collaboration. **Cliff** could possibly talk about collaboration with the water treatment plant potential project. Keep conversation open.
12. Agenda items for next meeting (June 12<sup>th</sup>)
13. Adjourn We adjourned at 4:50.



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**To:** Principal Executive Officers of CPCNH Members  
**Cc:** Member Representatives & Alternates  
**From:** Mark Bolinger, Director of Programs and Projects  
**Date:** May 22, 2024  
**Subject:** Summary of Discretionary Reserves

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The ability to build member-governed discretionary reserves is a benefit of CPCNH membership. Our [Financial Reserves Policy](#)<sup>1</sup> allows for an individual member community to include an “adder” on rates to fund a discretionary reserve balance that CPCNH will either accumulate on behalf of the member community or else transfer to the member on a regular basis. Accumulated discretionary reserves can be used for any project or program of the member’s choosing—CPCNH does not direct how the funds are used.

To maintain tractability from both a marketing and a back-office perspective, individual member communities that elect to accrue discretionary reserves through a price adder will do so by offering a single separate product—e.g., a “[COMMUNITY NAME] Local” product (e.g., “Peterborough Local”) —on which the adder is imposed. This separate “Local” product will be offered *in addition to* the member’s other standard product offerings (i.e., some combination of Granite Basic, Granite Plus, Clean 50, and Clean 100), none of which would include a discretionary reserve price adder.

If desired, member communities can select the “Local” product as their default product, with member ratepayers having the ability to opt up or down (or even sideways<sup>2</sup>) into any of the other standard product offerings. Selection of a “Local” product as the default will need to be approved by CPCNH’s CEO and the member’s governing body (or Authorized Officer) in advance of or during the meeting at which changes to default rates are approved by the CPCNH Board.<sup>3</sup> Other than posting the change in default product and/or

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<sup>1</sup> Page 26 of the *Energy Portfolio Risk Management, Retail Rates and Financial Reserves Policy* explains that “Individual Members that request to adjust their CPA’s default and opt-in rates to include an adder for the accrual of Discretionary Reserves, pursuant to the Rates Policy, will accrue reserves that are separate from Joint Reserves. Such reserves shall be tracked, accounted for, and transferred to the individual Member or otherwise applied or held by CPCNH as directed by the individual Member’s governing body.”

<sup>2</sup> For example, one might choose to “opt sideways” into the standard product that has the same price as the “Local” product, but with a higher renewable content.

<sup>3</sup> For the August 2024-January 2025 rate period, the date of this CPCNH Board meeting will be June 27, 2024.

rate on the member’s own website, as well as on the [NH DOE’s competitive shopping website](#), there is no broader requirement to send out public mailings to formally notice a change in default product or rate.

The table below provides an example where the single “Local” product is priced the same as Granite Plus but has the same renewable content as Granite Basic. In this case, the price difference between the “Local” product and Granite Basic (+0.3 ¢/kWh) is the discretionary adder. CPCNH will calculate the benefit to the member’s discretionary reserve account by multiplying the adder by the kWh consumption of all the members’ customers choosing the “Local” product. For example, if a member community with a 20,000 MWh/year load adopts the “Local” product as the default product, and 95% of that load stays with the default product, then over the course of a year, that community would accumulate \$57,000 in discretionary reserves (20,000 MWh/year \* 95% \* 1000 kWh/MWh \* \$0.003/kWh = \$57,000/year), to be applied to various current or future projects and programs of its choosing.

	<b>Renewable Content (%)</b>	<b>Product Rate (¢/kWh)</b>	<b>Discretionary Reserve Adder (¢/kWh)</b>
<b>Clean 100</b>	100%	12.4	-
<b>Clean 50</b>	50%	9.4	-
<b>Granite Plus</b>	33%	8.4	-
<b>“Local” product</b>	24.3%*	8.4	+0.3 (= 8.4 - 8.1)
<b>Granite Basic</b>	24.3%*	8.1	-

\*These two products will contain the minimum amount of renewable content required by NH’s Renewable Portfolio Standard (RPS), which is projected to be 24.3% in 2024 but is subject to change.

Alternatively, the member could set the “Local” product rate to equal that of Clean 50, with the renewable content matching that of Granite Plus or, for a larger adder, Granite Basic. In the latter case, the adder would be 1.3 ¢/kWh (9.4 - 8.1¢/kWh) and the member community would accrue \$247,000/year of discretionary reserves (assuming the same annual member load and uptake as above). Individual member communities are free to design their single “Local” product to suit their specific needs.

Though they may co-mingle in the same bank account, accrued discretionary reserves (which benefit individual communities) will be tracked and accounted for separately from joint reserves (which benefit all member communities). Each individual member will decide whether to have CPCNH retain the accrued discretionary reserve balance on the member’s behalf or to instead transfer that balance to the individual member. In either

case, the accrued discretionary reserves will be available solely to the member community for its desired use.<sup>4</sup>

This “Local” product option to build discretionary reserves will first be available for the rate period from August 2024 through January 2025. Unless otherwise explicitly directed by the members’ authorized persons, “Local” products and their accompanying adders will expire at the conclusion of their effective rate period.

If you are interested in adding this option, please work with your community’s accounting team to determine how to account for this new product (we are also looking into this and hope to be able to offer guidance soon). For any remaining questions, please review the [Financial Reserves Information Sheet](#) or reach out to the Director of Programs and Projects via email ([mark.bolinger@communitypowernh.gov](mailto:mark.bolinger@communitypowernh.gov)) or phone (603-306-7611).

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<sup>4</sup> To prevent the IRS from considering discretionary reserves to be “restricted tax exempt amounts” under the final regulations for the “elective payment” of certain Federal tax credits, it is important for CPCNH and member communities to not be overly restrictive in terms of defining the acceptable uses of the discretionary reserves. For example, rather than earmarking discretionary reserves for a specific solar project (which the IRS might consider to be a “restricted use” that could reduce the size of any federal tax credit for which the project is eligible), a better approach is to allow discretionary reserves to be applied towards a variety of clean energy projects, including solar projects, EV charging stations, distributed wind projects, weatherization, beneficial electrification, etc.

## ENERGY CMTE PRE-EVENT WORKSHEET (adapted for LES 2019)

9am to noon Sunday, Sept 15<sup>th</sup>, 2019 “National Drive Electric Week” event at Exeter Bandstand.

*Volunteers to arrive at 7:30 to put out cones, set up tables, etc*

Town of Exeter Energy Committee & Exeter NH Transition Town. Contact: RmAllenNH@gmail.com  
(NDEW.org National project of Sierra Club, Plug in America, & Electric Auto Assn, Clipper Creek)

WHY: 1.to showcase current electric vehicles (EV) and chargers (EVC), 2.to encourage the citizens of Exeter and town fleets to transition to EV, 3.to support town proclamation of upholding Principles of Paris Accords. 4. *To encourage public charging station in Exeter project (level 3 off ramp w VW monies via OSI, SB517)*

WHERE: Bandstand parking, side parking lot Town Hall. Town Hall/Bandstand. Permits approved =YES

WHAT: A celebration of EV's with high visibility, registered on website NDEW.org for RSVPs. Only NDEW.org event in 25 miles+ this year via NDEW website

- **EV dealership test drives:** 10-min route must consist of all right turns. Leaves from/ returns to Town Hall parking lot. CONFIRMED: Audi etron, Tesla & Leaf (Used from Volvo), Hy Kona?
- **Test drive sign-up tables** - same spot as last year on side of town hall. Clip board w/ sign up list. Use cell phone RSVP. *2 volunteers to staff this table, one to collect signatures, one to escort to car.*
- **Local owners EV showcase:** RSVPd folks park at bandstand/open their hoods, tape green stats sheet to their car (BYO chair). *Need 2 vols to get them parked inside first hour. Wear traffic vest, then work in cross walks to ensure safety and slow traffic. Have green sheets and sharpies/tape.*
- **EV Charger Clipper Creek w/ info,** EVC info table. *Staff this table, to answer questions/security*
- **Photo Opp/s: Live-stream.** Make a list of people who will speak for 5 mins on their interests: Car owners, attendees, legislators, energy cmte, etc Exeter TV will live stream 10:30 -11:30
- **Survey/feedback forms** – NDEW has some they want us to gather from attendees.
- **Info Tables:** In front of town hall are tables of Freebies /info-media from stakeholders/vendors. Free coffee from White Heron/ReVision table at the back so folks have to walk thru to get. All tables are BYO. **Exeter & Newmarket Energy cmtes, Electrified Garage. GSCCC/NHDES, LCV, SOA, 350NH, Clipper Creek.**

MEDIA/PR: 4x6' sign hung=YES. “Save the Date” press releases sent in July=YES. LTE in Sept=YES. Newspaper reporter pitch=YES, Put on local calendars= YES. Posters for shop widows on Sept. 1.=YES. Children? Scouts? Invite SST & other schools, farmers, energy cmtes

COSTS: 4x6 banner \$60 (can be used again), coffee donated

### OTHER CONSIDERATIONS

- Do not want any single-use plastic in use (ie water bottles, plastic bags, etc).
- Need Recycle bins in street, town hall
- Volunteer list= 5
- Selectboard mtg on Sept 9: NDEWeek proclamation- Brianna thank and respond. Display
- Exeter TV Live-Stream 10:30 – 11:30, list of possible interviewees, plus inside a car.
- Town hall maps attached
- Send confirmation emails to all tablers, RSVPd EVs, attendees, dealerships in early Sept =YES
- Post-event thanks yous to dealerships

# E-Z EV Event Planner

## Early

**Pick a site:** Site selection is crucial. Make it in the middle of something else so folks have to walk thru to get to your event. Our event was on a Sunday morning in the center of town. People going to church or the coffee shops had to pass by, either walking or in cars. Get permits for this.

**Register early on NDEW.org:** Many resources including webinars, media kits, PR resources. Regional coordinator will contact you to answer questions and ensure no double booking.

**Get buy-in from other stakeholders:** Combine with other groups to co-host/sponsor. Energy committees, car dealerships, EVC installers, EV motorcycle and bikes. Ask them to post event on their email lists.

## Mid

**Get local owners showcase people:** advertise on car sites, Facebook groups, Meet ups, etc. They will register for your event on NDEW site and you can send mass emails to them with instructions and etc. Talk to EV owners you personally know

**Get Dealerships bring EVs to Test-Drive:** go there and introduce yourself, bring your poster. Go three times. First time to introduce, second to confirm, third to re-confirm. Leave handouts each time.

**PR:** Create poster & mini handouts, send “save the date” to local calendars, announce at town meetings, send eblasts, write letter to editor, etc

**Signage:** Order posters, signs, banners, etc (Some will come from NDEW two weeks before event)

**Vendors:** invite vendors & non-profits to table at the event, ask them BYO table/chair. Your cmte needs a table for media and freebies sent from NDEW (hats, bags, cups, etc). Table for free drinks.

## Late

**PR** Hang posters (downtown, uptown), social media, papers, etc. Promote your live-stream now.

**Order Media Kit from NDEW:** lawn signs, freebies, EV comparison charts & other media

**Assemble volunteers:** and assign duties, buy cheap traffic vest for them to wear for safety & visibility

**Create worksheet:** and give to volunteers with maps, tips.

**Send reminders:** Dealerships, local owners, volunteers, officials, vendors, etc. You will get most of your confirmations 2 weeks before the event.

*Post event – send thank yous to all !*

By Renay Allen [RMallenNH@gmail.com](mailto:RMallenNH@gmail.com), Exeter Energy Cmte



**From:** Pam McElroy pmcelroy@exeternh.gov  
**Subject:** All Boards, Committees, Commissions Meeting  
**Date:** May 29, 2024 at 2:03 PM



**To:** Niko Papakonstantis npapakonstantis@exeternh.gov, Russ Dean rdean@exeternh.gov, Dan Chartrand dchartrand@exeternh.gov, Pam McElroy pmcelroy@exeternh.gov, Molly Cowan mcowan@exeternh.gov, Julie Gilman jgilman@exeternh.gov, Melissa Roy mroy@exeternh.gov, Nancy Belanger nbelanger@exeternh.gov, Katherine Miller kmiller@dtclawyers.com, vickah vickah@aol.com, svempenny@comcast.net, Langdon Plumer langplumer@gmail.com, Stephanie Papakonstantis papakos@comcast.net, Robert V Prior prior@mit.edu, Dave Short dshort11@myfairpoint.net, John Grueter grueterj2002@yahoo.com, Grayson Shephard grayson.shephard@gmail.com, Dwane Staples dds1@comcast.net, Peter Lennon orvamdogs@gmail.com, Bob Kelly kellyes@comcast.net, Martha McEntee memcentee2@gmail.com, Cliff Sinnott cliffsinnot@gmail.com, Leighton, Mark F. mleighton@exeter.edu, Lindsay Sonnett lssonnett@gmail.com, Christine Soutter cjsoutter@comcast.net, RICHARD HUBER rkhuber@comcast.net, Christopher Zigmont czigmont@gmail.com, EILEEN FLOCKHART hartflock@comcast.net, Marissa Vitolo vitolomarissa@gmail.com, Kathy Corson kathykcorson@gmail.com, Greg Bisson gbisson@exeternh.gov, Kristen Murphy kmurphy@exeternh.gov, Dave Sharples dsharples@exeternh.gov, Robert Glowacky rglowacky@exeternh.gov, Jamie Sirois jsirois@sau16.org, boydallen75@gmail.com, Andie Kohler akohler@exeternh.gov, Corey Stevens cstevens@exeternh.gov, Hope Godino deweyexeter1@comcast.net

Good afternoon.

Please share this invitation with members of your Board/Committee/Commission, as all are welcome. At least one member should be in attendance to share information with those unable to attend.

**All Boards/Committees/Commissions Meeting**  
**Tuesday, June 25, 2024**  
**6:30 pm**  
**Exeter Public Library**

Please reply regarding receipt of this email and if you have any questions.

Thank you.

*Pam McElroy*

**Town of Exeter**

Senior Executive Assistant, Town Manager's Office  
603-773-6102  
Human Services Administrator  
603-773-6116