



COMMUNICATIONS COMMITTEE MEETING Agenda

March 5, 2020
CM Boardroom
12:30 pm

MEMBER & COMMUNITY RELATIONS MISSION

Move HCE to a more member-focused and community-minded organization that offers its members services and programs that provide value and improve their communities.

- I. USFS NEPA Scoping Open House
- II. Solar Incentive Changes Communication Plan
- III. New Fact Sheets
 - a. NEPA Open House Fact Sheet
- IV. Topics for Discussion As Time Permits
 - a. CCA Position
 - b. intermittency of Renewables
 - c. Beneficial electrification
 - d. Electrification of transit
 - i. Charge at home/Charge at work updates
 - ii. Emissions data for EV vs ICE

Ongoing Action items:

1. Create a CCA Fact Sheet (once staff and BOD have agreed on a position)
2. Expand Thank You Notes for participants in new programs
3. Create new *Your Community.* campaign templates
4. Create new Welcome Packet emails
5. Create Round Up Thank You Note
6. Talk to HR about including PuRE participation as an HCE benefit
7. Create Arriba Fact Sheet



8. Prepare Arriba Press Release

New Action items:

- a. Copy changes to Strategic Plan Executive Summary
- b. Create Strategic Plan Fact Sheet
- c. Changes to Crisis Communication Plan
- d. Create PV Incentive Change Fact Sheet with talking points
- e. Create PV Installation Rack Card
- f. Hold installer meeting
- g. Update website
- h. Schedule the next communications committee meeting