

Valley Green Energy

Aggregation Kickoff Meeting

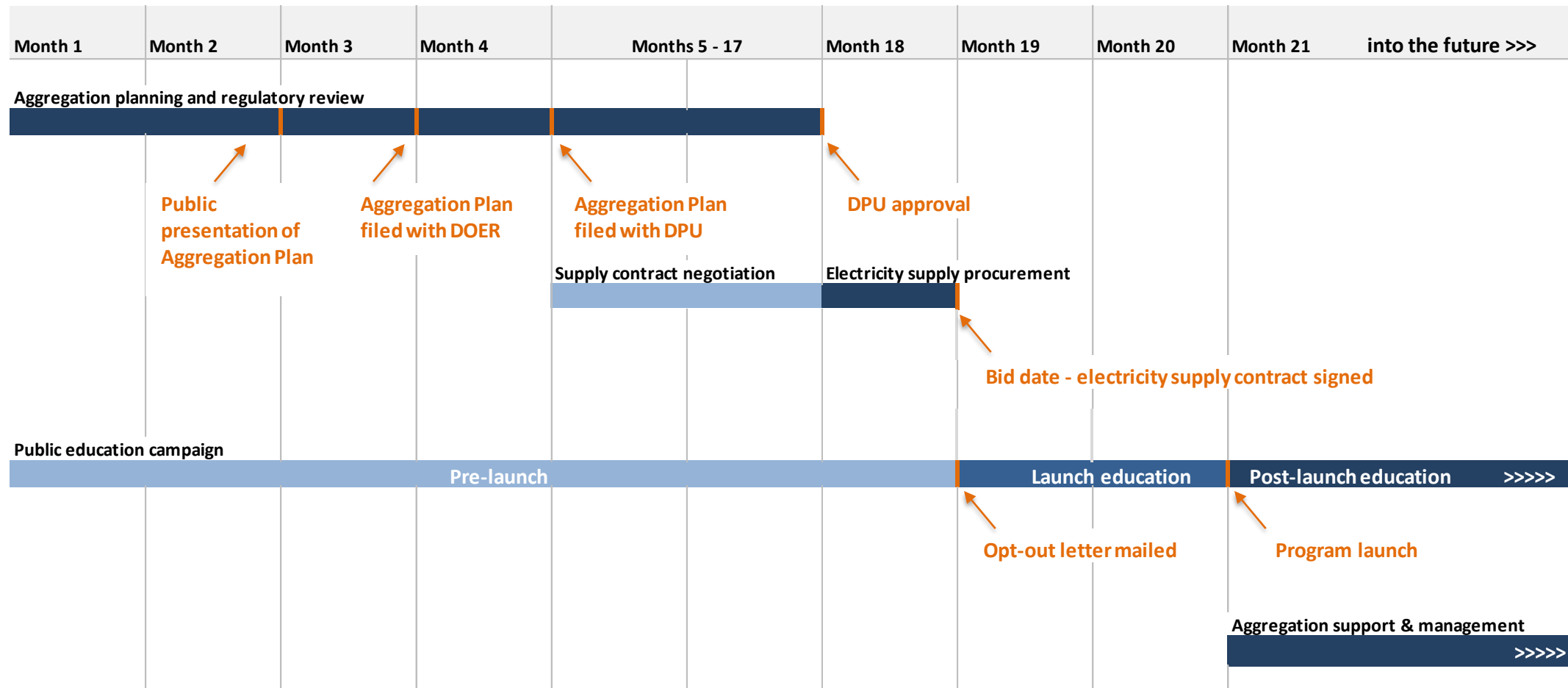
Valley Green Energy Working Group Meeting
July 8, 2022

MASS
POWERChoice

Agenda

- ▶ **Introductions**
- ▶ **Typical program timeline**
- ▶ **Reaching the first milestone**
- ▶ **Where we need input**
- ▶ **Next steps**

Typical program timeline



First milestone

Public review of Valley Green Energy's aggregation plan, education and outreach plan, enrollment notification mailing materials, and model electricity supply contract

- To reach this milestone:
1. We draft initial documents
 2. VGE provides input on each
 3. VGE approves documents
 4. Public presentation scheduled

Following milestones:

- ▶ Schedule a consultation meeting with Department of Energy Resources (DOER)
- ▶ File VGE's aggregation plan, education and outreach plan, enrollment notification mailing materials, and model electricity supply contract with the Department of Public Utilities (DPU)

Key documents

- ▶ **Aggregation plan**

Describes the key features and operations of the program. Much of the plan is prescribed by the DPU.

- ▶ **Education and outreach plan**

Describes the education and outreach strategy in detail.

- ▶ **Enrollment notification mailing materials**

The “opt-out letter” and associated materials.

- ▶ **Model electricity supply contract**

A template version of the contract between the electricity supplier and the communities / JPE.

Input needed

- ▶ **Program name and logo (if desired)**
- ▶ **Program options and option names**
- ▶ **Funding for Valley Green Energy**
- ▶ **Outreach efforts**
- ▶ **New Initiatives**
- ▶ **Supply contract review**

Valley Green Energy's input needed:

Program name

Is Valley Green Energy the name of the aggregation program, or the name of the entity, or both?
Examples of other aggregation program names are listed below.

Acton Power Choice	Greenfield Light & Power	Sharon Power Choice
Beverly Community Electric	Lexington's Community Choice Program	Sherborn Power Choice
Boston Community Choice Electricity	Lincoln Green Energy Choice	Swampscott Community Power
Brookline Green Electricity	Natick Electricity Aggregation Program	Walpole Power Choice
Cambridge Community Electricity Program	Newton Power Choice	Watertown Electricity Choice
Cape Light Compact (power supply program)	Plymouth Community Choice Power Supply Program	Westborough Power Choice
Dedham Community Electricity Aggregation	Salem PowerChoice	Worcester Community Choice Aggregation 7

Valley Green Energy's input needed:

Program logo

Some programs have logos, while others do not.



Foxborough Power Forward ■ Grafton Energy Choice ■ Lexington's Community Choice Program ■ Natick Electricity Aggregation Program ■ Southborough Community Power Choice ■ Worcester Community Choice Aggregation

Program options

The program can offer the public a range of offerings, each with a different amount of renewable electricity and price.

A key issue is whether to include additional renewable electricity in the Standard (default) option. Some communities do (e.g., Newton and Worcester); some do not (e.g., Walpole and Foxborough).

Typical 3-offering program structure:

Standard Green

Default offering

Some additional renewable electricity above minimum state requirements*

100% renewable

Option

100% renewable electricity

Budget*

Option

No additional renewable electricity above minimum state requirements

* There is no Budget option if the Standard option does not include additional renewables.

Program option names

Valley Green Energy needs to choose the names for its program options. Common naming practices include the following:

Default/automatic enrollment	100%-renewable option	Least-expensive option
VGE Standard	VGE 100% Green	VGE Basic
VGE Standard Green	VGE Plus	VGE Budget
VGE Green	VGE Greener	

Funding for Valley Green Energy

Valley Green Energy can request authorization to collect a small fee known as an **operational adder**. The fee would generate approximately \$125,000 per year.

Operational adder funds must be used for **program-related expenses**.

An operational adder can be used to provide **salary support for a staff person** who works on the aggregation program. The Cape Light Compact, a JPE, uses its operational adder to support its **operating expenses**, including staffing, rent, legal, and advertising.

An operational adder can potentially be used for other program-related expenses such as **funding renewable energy projects**. However, before approving such uses, the DPU will require Valley Green Energy to provide detail regarding how the funds will be spent.

Outreach and education

An Education & Outreach Plan must address each phase:

- 1. Program planning and regulatory approval – *Laying groundwork***
 - Aggregation Plan presentation
 - Electricity bill / supplier education
 - Intro to aggregation and program name
- 2. Program launch – *Communicating details***
 - Formal announcement
 - Enrollment notification mailing
 - Public information sessions
 - Robust campaign
- 3. After program launch – *Maintaining visibility***
 - Program reminders
 - Continued electricity bill / supplier education
 - Opt-up campaign efforts

Outreach & education support

- ▶ Logo development
- ▶ Drafting announcements/media releases
- ▶ Building and managing the program website
- ▶ Developing, designing, and covering the cost of printing or fabricating materials, such as flyers and handouts, social media graphics, ads, signs, and banners
- ▶ Creating and delivering presentations
- ▶ Translations and interpreting



New initiatives

Valley Green Energy intends to go beyond what other MA aggregation programs have done. We'll need to work through the specifics. Issues to consider include:

- ▶ The types of new initiatives that Valley Green Energy would like to prioritize.
- ▶ Which new initiatives are technically part of the aggregation program (and thus must be included in the DPU-approved aggregation plan) and which may be related but separate (and thus would not require DPU review).
- ▶ For initiatives that are part of the aggregation program, the timing and whether they should be included in the initial aggregation plan or included in an amended plan that would be submitted after the program is up and running.

Electricity supply contract review

Legal counsel review - Needed before presenting the model electricity supply contract to DOER and the DPU

Model electricity supply contract already reviewed and approved by DPU and in use by communities including:

Acton	Grafton	Nantucket	Sharon	Walpole
Bellingham	Greenfield	Natick	Southborough	Watertown
Chelmsford	Lexington	Newton	Sutton	Webster
Foxborough	Lincoln	Salem	Swampscott	Westborough

Next steps

- ▶ How should we work together to develop the aggregation plan and the education and outreach plan and to secure review of the model electricity supply agreement?
- ▶ Should we work with the Committee, a subcommittee, someone else?

Questions / Other items?