

# City of Chelsea

## Municipal Aggregation Plan

January 27, 2021

The City of Chelsea (City) has developed the Chelsea Electricity Choice / Opción Eléctrica de Chelsea program (Program) to bring the benefits of renewable energy and electricity choice to its residents and businesses. A centerpiece of the Program will be the integration of additional renewable energy into the power supply. The Program will offer a selection of supply options as well as the ability to leave the Program and return to utility Basic Service at any time with no penalty or fee. The Program is part of the City's efforts to achieve its sustainability goals.

### I. Key Features

The key features of the City's municipal aggregation Program will include:

**Cleaner electricity:** The City will seek to maximize the use of power from renewable resources such as wind and solar.

**Price stability:** The City will seek to provide greater price stability when compared with utility Basic Service prices. The City will also seek to provide competitive prices, but savings cannot be guaranteed.

**Automatic enrollment and opting out:** Eligible customers<sup>1</sup> will be automatically enrolled in the Program unless they opt out. Customers can opt out of the Program at any time, either before enrollment or after, with no fee.

### II. Three New Electricity Choices

The City will give Program participants a choice in the percentage of renewable energy and price of their electricity supply by offering three Program options. Because the integration of renewable energy into the city's power supply is a driving motivation for the Program, the City anticipates offering a level of renewable energy above the state minimum requirement, known as the Renewable Portfolio Standard (RPS), in two of its three planned Program options. Specifically:

#### 1. A Cleaner Standard Offering

The Program will seek to provide a standard, or default, electricity offering that includes a higher renewable energy content from sources within New England, than is included in utility Basic Service. The City will consider a variety of renewable energy resources and will choose the option that offers the best combination of renewable content and price. The City will establish the final percentage of renewables after it receives price bids.

---

<sup>1</sup> Eligible customers shall include (1) Basic service customers; (2) Basic service customers who have indicated that they do not want their contact information shared with competitive suppliers for marketing purposes; and (3) customers receiving basic service plus an optional green power product that allows concurrent enrollment in either Basic Service or competitive supply. Eligible customers shall not include: (1) basic service customers who have asked their electric distribution company to not enroll them in competitive supply; (2) Basic Service customers enrolled in a green power product program that prohibits switching to a competitive supplier; and (3) customers receiving competitive supply service. Order on Eligible Customers, D.P.U. 16-10, at 19 (2017).

## 2. An Even Cleaner Option

The Program will offer at least one option that includes more clean electricity than the standard offering. For example, this option may include a higher percentage of renewable content from new, renewable resources within New England. This option would be available at an additional cost to Program participants. By offering this option in addition to the standard offering, the City will give its residents and businesses the freedom to make individual choices about the price and environmental impact of their power supply.

In both the standard offering and the even cleaner option, the City envisions achieving integration of-renewable electricity through the purchase of Renewable Energy Certificates (RECs).<sup>2</sup>

## 3. A Basic Option

The City also envisions offering a basic option, which includes no additional renewable energy above state minimum requirements.

## III. Procedural Requirements

The Municipal Aggregation Statute, [G.L. c. 164, § 134](#), sets out the legal requirements for a municipal aggregation plan. Those requirements include procedural requirements, specified plan elements, and substantive requirements. The procedural requirements are discussed below, and the other requirements in the sections that follow.

### 1. Local Approval

The Municipal Aggregation Statute provides that a City may initiate the process to aggregate electrical load upon authorization by a majority vote of the City Council. The City obtained such authorization by vote at a City Council meeting on October 21, 2019.

### 2. Consultation with the Department of Energy Resources

The aggregation statute also requires the City to consult with the Department of Energy Resources (DOER) in developing its aggregation plan. The City submitted a draft of its Aggregation Plan to DOER, and City officials discussed the draft with DOER on January 27, 2021.

### 3. Citizen Review

The City made the Aggregation Plan available for review by its citizens by posting the plan for comment and holding a public meeting on December 1, 2020.

## IV. Elements of the Plan

The Municipal Aggregation Statute requires that the Aggregation Plan contain the following elements:

- Organizational structure
- Operations

---

<sup>2</sup> RECs are used to track renewable electricity and allow it to be bought and sold. One REC is created for each megawatt-hour of renewable electricity. The system for tracking RECs is maintained by the New England Power Pool and is used by the New England states for tracking RPS compliances as well as voluntary purchases of renewable energy.

- Funding
- Details on rate setting and other costs to participants
- The method of entering and terminating agreements with other entities
- The rights and responsibilities of Program participants
- The procedure for termination of the Program

Each of those elements is discussed in turn below.

## 1. Organizational Structure

The organizational structure of the aggregation Program will be as follows:

**City Manager and City Council:** The aggregation will be overseen by the City Manager and City Council. The City Council will set the policy direction and approve the plan. The City Manager will manage the consulting team and sign the electric supply agreement.

**Consultants:** The City's aggregation consultant (Consultant) will manage the aggregation under the City Manager's direction. Their responsibilities will include managing the supply procurement, developing and implementing the public education plan, interacting with the local distribution company, monitoring the supply contract, maintaining the aggregation website and providing customer service. The City has selected MassPowerChoice, LLC to provide these services for an initial term.

**Competitive Supplier:** The Competitive Supplier will provide power for the aggregation, provide customer support including staffing a toll-free number for customer questions, and fulfill other responsibilities as detailed in the Competitive Electric Service Agreement.

## 2. Operations

Following approval of the Plan by the Department of Public Utilities (DPU), the key operational steps will be:

- a. Issue a Request for Qualifications (RFQ) and Request for Prices (RFP) and select winning competitive supplier
- b. Implement the public education effort, including notice of the opt-out period
- c. Enroll customers and provide service, including required information disclosures
- d. Submit reports to the DPU and DOER

### a. Issue a Request for Qualifications and Request for Proposals and select winning competitive supplier

After the DPU approves the Aggregation Plan, the next step is to procure the electricity supply.

The City will issue an RFQ to leading competitive suppliers, including those currently supplying aggregations in Massachusetts and other states. The RFQ will require that the supplier satisfy key threshold criteria, including:

- Licensed by the DPU
- Strong financial background
- Experience serving the Massachusetts competitive market or municipal aggregations in other states
- Demonstrated ability, supported by references, to provide strong customer service

In addition, suppliers will be required to agree to the terms and conditions of a Competitive Electric Service Agreement (ESA), substantially in the form of the City's model ESA. The agreement requires the supplier to:

- Provide all-requirements service
- Allow customers to exit Program any time with no penalty or fee
- Agree to specified customer service standards
- Comply with all requirements of the DPU and the local distribution company

The City will issue an RFP for price bids from suppliers that meet the threshold criteria and agree to the terms and conditions prescribed in the ESA. If none of the bids are satisfactory, the City will reject all bids and repeat the solicitation as often as needed until market conditions yield a price that is acceptable to the City.

The City will solicit bids for power supply that meets the Massachusetts Renewable Portfolio Standard (RPS) requirements and for a cleaner supply containing additional renewable energy over and above the RPS requirements. The City will seek bids that include a variety of renewable sources, and will choose the proposal that offers the best combination of environmental benefit and price.

The renewable energy in the power supply will be documented using RECs. The RECs used for RPS compliance will be created and recorded in the New England Power Pool Generation Information System (NEPOOL GIS). RECs in excess of the RPS requirements will be certified as having been retired and not re-sold, either through the NEPOOL GIS, another regional tracking system, or third party certification.

**b. Implement public education effort, including notice of the pre-launch opt-out period**

Once a winning supplier is selected, the City will implement a comprehensive public education effort.

The delivery of a public education effort and associated materials are pivotal to ensuring clarity, participation, and enthusiasm for the aggregation. The City will use a variety of channels to communicate the Program's objectives, the primary terms and conditions of the contract, the right to opt out of the Program, and the Program options.

The public education effort will include both broad-based efforts and an opt-out notice to be mailed to every eligible customer.

Please see Attachment A for Chelsea's Education and Outreach Plan, which provides greater detail around the broad-based efforts.

*Opt-out Notice*

As a part of Chelsea's public education and outreach efforts, an opt-out notice will be mailed to every eligible customer after the electricity supply contract is signed and before Program launch. The notice will be an official City communication, and it will be sent in an envelope clearly marked as containing time-sensitive information related to the Program. The notice will: (1) introduce and describe the Program; (2) inform eligible customers of their right to opt out and that they will be automatically enrolled if they do not exercise that right; (3) explain how to opt out; and (4) prominently state all Program charges and compare the price and primary terms of the City's competitive supply to the price and terms of utility Basic Service.

The direct mailing will include a language access document, an opt-out reply card, and a postage-paid return envelope. The language access document will provide instructions in 26 languages to have the opt-out notice translated. The reply card will identify the date by which the return envelope must be postmarked in order for the customer to be opted out prior to being enrolled.

The opt-out notice and reply card will be designed by the City and printed and mailed by the competitive supplier, who will process the opt-out replies. An exemplar opt-out notice is provided with this Plan as Attachment B-1. An

exemplar language access document cover sheet is provided as Attachment B-2. An exemplar opt-out reply card is provided as Attachment B-3. An exemplar opt-out reply card return envelope is provided as Attachment B-4.

**c. Enroll eligible customers that do not opt out and provide service, including information disclosure**

After the completion of the opt-out period, the competitive supplier will enroll into the Program all eligible customers that did not opt out. The enrollments shall commence no sooner than 37 days after the mailing of the opt-out notice. All enrollments and other transactions between the competitive supplier and the local distribution company, Eversource, will be conducted in compliance with the relevant provisions of DPU regulations, Eversource's *Terms and Conditions for Competitive Suppliers*, and the protocols of the Massachusetts Electronic Business Transactions Working Group.

Once customers are enrolled, the electricity supplier will provide all-requirements power supply service. The supplier will also provide ongoing customer service and process new customer enrollments, ongoing opt-outs, opt-back-ins, and customer selections of optional products. Prior to the expiration of the initial power supply agreement, the City intends to enter a new supply agreement on behalf of Program customers.

As part of its ongoing service, the City will provide the disclosure information required by G.L. c. 164, § 1(F)(vi) and 220 C.M.R. § 11.06. Like the other Massachusetts aggregations, the City has requested a waiver from the requirement that the disclosure label be mailed to every customer and seeks permission instead to provide the information through alternative means, such as postings at City Hall, postings on the Program website, and postings on social media. As the DPU has found with other aggregations, this alternate information disclosure strategy will allow the City to provide the required information to its customers as effectively as through mailings.

**d. Submit reports to the DPU and DOER**

On an annual basis, the City will report to the DPU and DOER on the status of the Program, including all information requested by the DPU or DOER.

**e. Low-Income Community Solar**

The City may allocate credits from a Community Shared Solar Program or a Low-Income Community Shared Solar Program pursuant to 225 CMR 20.00.

### **3. Funding**

The costs of the Program will be funded primarily through the supply contract.

The principal Program cost will be the competitive supplier's charges for the power supply. These charges will include the costs of RECs and will be established through the competitive solicitation for a supplier.

The administrative costs of the Program will be funded through a per kilowatt-hour adder that will be included in the supply price and paid by the competitive supplier to the Consultant, as specified in the Competitive Electric Service Agreement. This fee will cover the services of the Consultant, including developing the Aggregation Plan, managing the DPU approval process, managing the supply procurement, developing and implementing the public education plan, managing a robust opt-in campaign, providing customer support, interacting with the local distribution company, monitoring the supply contract, and providing ongoing reports. This charge has been set for the initial term of the Consultant's contract at \$0.001 per kilowatt-hour.

In addition, the City may direct the competitive supplier to include in the supply price an Operational Adder of up to \$0.001 per kilowatt-hour to be payable by the competitive supplier to the City. Funds collected through the Operational Adder shall be used to support personnel costs associated with an energy manager position one of the

responsibilities of which is to assist with the aggregation Program. The Operational Adder may be excluded from the price of the Basic product. If the City chooses to implement the Operational Adder, the Program website and opt-out letter will note that the supply price includes that Adder.

#### 4. Rate Setting and Other Costs to Participants

As described above, the program's electricity supply charges will be set through a competitive bidding process and will include the administrative adder. Prices, terms, and conditions will vary by product and may differ among customer classes. For each customer class, prices will be fixed for periods at least as long as the Basic Service price period for the class.<sup>3</sup> When prices change, the City will notify consumers by issuing a media release and posting a notice on the City website.

If there is a change in law (i.e., "regulatory event" or "new taxes" per Article 18 of the ESA) that results in a direct, material increase in costs during the term of the ESA (see Article 18 of the ESA), the City and the competitive supplier will negotiate a potential change in the Program price. At least 30 days prior to the implementation of any such change, the City will notify consumers of the change in price by issuing a media release and posting a notice in City Hall and on the Program website. The City will notify the DPU Consumer Division prior to the implementation of any change in Program price related to a change in law. Such communication shall occur no less than ten days prior to the consumer notification and include copies of all media releases, Town Hall and website postings, and other communications the Town intends to provide to customers regarding the change in price.

The Program affects only customers' electricity supply charges. Delivery charges will be unchanged and will continue to be charged by the local distribution company in accordance with tariffs approved by the DPU. Also, low income discounts provided by the local distribution company will continue to be applied.

Participants will continue to receive one bill from their local distribution company that includes both the electricity supply charge and their local distribution company's delivery charges. Required taxes will be billed as part of the electricity supply charge. Customers are responsible for identifying and requesting an exemption from the collection of any tax by providing appropriate documentation to the competitive supplier.

#### 5. Method of Entering and Terminating Agreements with Other Entities

The City's process for entering, modifying, enforcing, and terminating all agreements associated with the Aggregation Plan will comply with the City's charter, federal and state law and regulations, and the provisions of the relevant agreement.

When the City has decided that it is timely to solicit bids for a new electric service agreement, the procurement steps will be as follows:

- The City's Consultant will prepare and issue an RFQ on behalf of the City
- The City will receive and evaluate qualifications
- The Consultant will issue an RFP for prices
- The City will receive and evaluate bids and, if acceptable, execute a contract with the winning bidder. The City Manager will be responsible for executing the supply contract.

---

<sup>3</sup> Basic Service pricing periods vary by customer class. For residential and small business customers, the prices change every six months. For medium and large business customers, prices change quarterly.

If the prices bid on any given bid date are not satisfactory, the City will wait to see if market conditions improve and then repeat the process.

## 6. Rights and Responsibilities of Program Participants

All participants will have the right to opt out of the Program at any time without charge. They may exercise that right by any of the following: 1) calling the competitive supplier's toll-free number; 2) submitting the opt-out form on the Program website; 3) contacting their local distribution company and asking to be returned to Basic Service; or 4) enrolling with another competitive supplier.

All participants will have the consumer protection provisions of Massachusetts law and regulations, including the right to question billing and service quality practices. Customers will be able to ask questions of and register complaints with the City, the Consultant, the Competitive Supplier, the local distribution company, and the DPU. As appropriate, the City and Consultant will direct customer complaints to the competitive supplier, their local distribution company, or the DPU.

Participants will be responsible for paying their bills and for providing access to metering and other equipment necessary to carry out utility operations.

## 7. Extension or Termination of Program

Prior to the end of the term of the initial Competitive Electric Service Agreement, the City will solicit bids for a new supply agreement and plans to continue the Program with the same or a new competitive supplier.

Although the City is not contemplating a termination date, the Program could be terminated upon the termination or expiration of the Competitive Electric Service Agreement without any extension, renewal, or negotiation of a subsequent supply contract, or upon the decision of the City Manager with the approval of the Select Board to dissolve the Program effective on the end date of any outstanding supply agreement. In the event of termination, customers would be returned to their local distribution company's Basic Service via Electronic Data Interchange (EDI) by the competitive supplier in accordance with the rules set forth in the Electronic Business Transactions (EBT) Working Group Report unless the customers choose an alternative competitive supplier.

The City will notify the local distribution company of the planned termination or extension of the Program. In particular, the City will provide notice to the local distribution company: (1) 90 days prior to a planned termination of the Program; (2) 90 days prior to the end of the anticipated term of the Program's ESA; and (3) four business-days after the successful negotiation of a new electricity service agreement.

The City will notify consumers of Program termination by issuing a media release and posting a notice on the City website. In addition, consumers will receive notice of a supplier change on their bill from their local distribution company.

The City will notify the Director of the Department's Consumer Division 90 days prior to a planned termination of the Program. Such communication shall include copies of all media releases, City clerk and website postings, and all other communications the City intends to provide to customers regarding the termination of the Program and the return of participants to Basic Service.

## V. Substantive Requirements

The Municipal Aggregation Statute also requires that the aggregation plan satisfy three substantive requirements:

- Universal access

- Reliability
- Equitable treatment of all customer classes

The City's Program will satisfy all three requirements, as discussed below.

### 1. Universal Access

The Aggregation Plan provides for universal access by guaranteeing that all customer classes will be included in the Program under equitable terms.

Most importantly, all customers will have access to the Program. All eligible customers will be automatically enrolled in the Program unless they choose to opt out.

As new eligible customers move into the City, they will have an opportunity to join the Program. New eligible customers will initially be placed on Basic Service. They will then receive an opt-out notice and will be enrolled in the aggregation unless they choose to opt out within the opt-out period. New customers will be offered the same price as the existing customers, with the exception of new Very Large Commercial and Industrial Customers ("VLC&I Customers"). New VLC&I Customers are defined as any customer that is on the utility's largest rate class and has historical or projected consumption in excess of 1,000,000 kWh per year. These customers, if any, will be offered a price that reflects market prices at the time of enrollment.

All customers will have the right to opt out of the Program at any time. Customers that opt out will have the right to return to the Program at any time. They may be offered either the Program price or a price that reflects market conditions at the time of their return.

### 2. Reliability

Reliability has both physical and financial components. The Program will address both through the ESA with the competitive supplier. From a physical perspective, the ESA commits the competitive supplier to provide all-requirements power supply and to use proper standards of management and operations (ESA, Article 7.) The local distribution company will remain responsible for delivery service, including the physical delivery of power to the consumer, maintenance of the delivery system, and restoration of power in the event of an outage. From a financial perspective, the ESA requires the supplier to pay actual damages for any failure to provide supply at the contracted rate (i.e., to pay the difference between the contract rate and the utility supply rate). The ESA also requires the competitive supplier to maintain insurance (ESA, Article 16). Accordingly, the Program satisfies the reliability requirement of the statute.

### 3. Equitable Treatment of all Customer Classes

The Aggregation Statute requires "equitable" treatment of all customer classes. The DPU has determined that this does not mean that all customers must be treated "equally," but rather that similarly-situated classes be treated "equitably." In particular, the DPU has allowed variations in pricing and terms and conditions among customer classes to account for the disparate characteristics of those classes.

The Program makes four distinctions among groupings of customers. First, the Program may distinguish among customer classes (residential, small business, large business) by soliciting separate pricing for each of those classes. The Program will use the customer classes that the local distribution company uses for its Basic Service pricing.

Second, the Program will distinguish among customers receiving different products, for example, the standard product and the optional cleaner product. Customers will be charged the price associated with the product they receive.



Third, as described above under “Universal Access,” among New Customers the Program may distinguish between a) New VLC&I Customers, and b) all other New Customers. The Program will offer New Customers other than New VLC&I Customers the standard contract pricing. However, the Program will offer new VLC&I Customers pricing based on market prices at the time the customer seeks to join the aggregation.

Finally, consistent with DPU rulings, among customers that are served by a competitive supplier at the time of Program launch and later seek to join the aggregation, the Program will distinguish between a) residential and small commercial and industrial (C&I) customers, and b) medium, large, and very large C&I customers. Residential and small C&I customers will be offered standard contract pricing. Medium, large, and very large C&I customers will be offered market based rates which will reflect market conditions at the time the customer seeks to join the Program.

Enrollment scenario	Residential	Small C&I	Medium C&I	Large C&I	Very Large C&I
<b>Eligible customer at program initiation</b>	An opt-out notice will be mailed to all eligible customers before Program launch. After the completion of the opt-out period, the competitive supplier will enroll eligible customers that did not opt out. The enrollments shall commence no sooner than 37 days after the mailing of the opt-out notice.				
<b>New eligible customers moving into the town after Program initiation</b>	An opt-out notice will be mailed to all new eligible customers moving into town after Program initiation. After the completion of the opt-out period, the competitive supplier will enroll eligible customers that did not opt out. The enrollments shall commence no sooner than 37 days after the mailing of the opt-out notice.				
<b>Customers who opt out and subsequently wish to enroll</b>	Customers may request enrollment by contacting Program customer support or the program’s electricity supplier.				
<b>Competitive supply customers at Program initiation who wish to enroll in the Program after their competitive supply contract ends</b>	Customers may request enrollment by contacting Program customer support or the program’s electricity supplier.				

#### Pricing procedures

Enrollment scenario	Residential	Small C&I	Medium C&I	Large C&I	Very Large C&I
<b>Eligible customer at program initiation</b>	Standard contract pricing for each product				
<b>New eligible customers moving into the town after Program initiation</b>	Standard contract pricing for each product				Customers will be offered a market-based price price that reflects market conditions at the time the customer seeks

		to join the aggregation
<b>Customers who opt out and subsequently wish to enroll</b>	Customers may be offered either a Program price or a price that reflects market conditions at the time the customer seeks to join the aggregation	
<b>Competitive supply customers at Program initiation who wish to enroll in the program after their competitive supply contract ends</b>	Standard contract pricing for each product	Customers will be offered a market-based price that reflects market conditions at the time the customer seeks to join the aggregation

## VI. Planned Schedule

Milestone	Day Estimate
RFQ for competitive supplier issued	Day 1
RFP for final supply prices issued	Day 30
Electricity Supply Agreement executed	Day 44
Broad-based educational campaign begins, including the announcement of supply contract and pricing and an update of the Program web site, and including an opt-in campaign for more renewable electricity.	Day 45
Opt-out notice mailed to customers	Day 55
Opt-out postmark by deadline	Day 88
Earliest date program enrollment may begin	Day 92

The planned schedule is presented for illustrative purposes. The final schedule will be established when the City receives DPU approval.<sup>4</sup>

## VII. Conclusion

The Chelsea Electricity Choice / Opción Eléctrica de Chelsea program meets all of the requirements of the municipal aggregation statute, including universal access, a reliable power supply, and equitable treatment of all customer classes, and will bring the benefits of renewable energy and increased electricity choice to the City's residents and businesses.

<sup>4</sup> The planned schedule is designed to give the competitive supplier sufficient time to satisfy EDI testing requirements. However, the schedule will be adjusted if additional time is needed to meet those requirements.

## ATTACHMENT A – EDUCATION AND OUTREACH PLAN

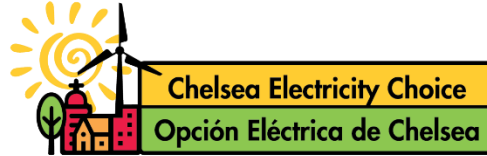
## ATTACHMENT B – CUSTOMER OPT-OUT DOCUMENTS

### ATTACHMENT B-1 – EXEMPLAR OPT-OUT NOTICE



#### CITY OF CHELSEA, MA

##### City Electricity Aggregation Program Notification Letter



[MONTH] [DAY], 2021

Dear Chelsea Electricity Customer,

I am writing with important information about our City's new electricity program, **Chelsea Electricity Choice**. The program is a City alternative to other electricity offers, but without high pressure or fees. The program offers choices, long-term prices (though the program cannot guarantee to provide savings), and more electricity from clean, renewable sources.

Chelsea Electricity Choice will *not* replace Eversource as your electric utility. Instead, it changes your electricity supplier and the price that Eversource uses to calculate the supply charge portion of your electricity bill.

If you received this letter, you will be AUTOMATICALLY enrolled with your [MONTH] 2021 meter read. (The automatic enrollment model is state law for programs like Chelsea Electricity Choice, though participation is not required. More below.) You will receive an electricity supply price of **XX.XXX ¢/kWh** and an additional XX% clean, renewable electricity above the state minimum. Or you may choose from three **alternative** options:

- 1 Opt UP to the 100% Green option** in Chelsea Electricity Choice and receive 100% clean, renewable electricity for XX.XXX ¢/kWh.
- 2 Opt DOWN to the Budget option** in Chelsea Electricity Choice and receive only the state minimum amount of XX% renewable electricity for XX.XXX ¢/kWh.

To choose the 100% Green option or the Budget option, visit [ChelseaElectricityChoice.com](http://ChelseaElectricityChoice.com), call Chelsea 311 (call 3-1-1 while you are in Chelsea or dial 617-466-1209), or call Chelsea's program consultants at 1-8XX-XXX-XXXX.

- 3 Opt OUT of Chelsea Electricity Choice.** You may opt out before being enrolled or any time after enrollment **with no penalty or fee**. If you opt out, you will remain with Eversource's Basic Service price. Eversource provides only the state minimum amount of XX% renewable electricity. Please see the back for Eversource's current prices.

To opt out before being automatically enrolled, **you must do one of the following before [MONTH] [DAY], 2021**: Opt out online at [ChelseaElectricityChoice.com](http://ChelseaElectricityChoice.com), opt out by phone at Chelsea 311 or with Chelsea's program consultants at 1-8XX-XXX-XXXX, or sign and return the enclosed reply card (must be postmarked by [MONTH] [DAY], 2021). You can also try the program and opt out anytime in the future with no fee or penalty.

**Price Period:** Chelsea Electricity Choice prices are long-term prices and are fixed until [MONTH] 20XX. Eversource's prices change every 6 months for residential and small business customers and every 3 months for large business customers.

#### If you choose to participate in Chelsea Electricity Choice...

You will remain an Eversource customer. Eversource will continue to deliver your electricity and send your bill, and you will call Eversource if the power goes out. With Chelsea Electricity Choice, you will see only two changes on your Eversource bill:

1. Your electricity supplier will be listed as [SUPPLIER NAME].
2. Eversource will calculate your supply charge using the Chelsea Electricity Choice price instead of their own Basic Service price. Eversource's delivery charges will not be affected by your participation in Chelsea Electricity Choice.

#### Deadline to opt out before automatic enrollment:

**[MONTH] [DAY], 2021**

#### Call Chelsea 311 with questions

Call 3-1-1 while you are in Chelsea,  
or dial 617-466-1209

#### Or contact Chelsea's program consultants:

**1-8XX-XXXX**

[support@ChelseaElectricityChoice.com](mailto:support@ChelseaElectricityChoice.com)  
[ChelseaElectricityChoice.com](http://ChelseaElectricityChoice.com)

## It's your choice...

If you do nothing, you will be enrolled in Standard for the supply part of your Eversource electricity bill. The following chart can help you decide whether to remain with Standard or to choose one of the other three options. To opt up to 100% Green, opt down to Basic, or opt out, visit [ChelseaElectricityChoice.com](https://ChelseaElectricityChoice.com), call Chelsea 311 (call 3-1-1 while you are in Chelsea or dial 617-466-1209), or call Chelsea's program consultants at 1-8XX-XXX-XXXX.

	<b>Automatic enrollment: Standard</b>	<b>1 100% Green (opt UP option)</b>	<b>2 Budget (opt DOWN option)</b>	<b>3 Eversource's Basic Service Price (opt OUT option)***</b>
Total renewable electricity you receive	XX% renewable electricity (MA Class I RECs) in addition to the minimum amount required by the state (XX in 202X) for a total of XX%	100% (100% MA Class I RECs)	Meets minimum Massachusetts renewable energy requirements (MA Class I RECs): XX% in 202X	Meets minimum Massachusetts renewable energy requirements (MA Class I RECs): XX% in 202X
Residential				XX.XXX ¢/kWh - Residential
Small business	<b>XX.XXX ¢/kWh* for all customers</b>	<b>XX.XXX ¢/kWh* for all customers</b>	<b>XX.XXX ¢/kWh* for all customers</b>	XX.XXX ¢/kWh - Sm. Business
Large business				XX.XXX ¢/kWh - Lg. Business
Price period	[MONTH] 2021 - [MONTH] 20XX	[MONTH] 2021 - [MONTH] 20XX	[MONTH] 2021 - [MONTH] 20XX	[MONTH] [DAY], 2021 - [MONTH] [DAY], 20XX, for residential and small business accounts**  [MONTH] [DAY], 20XX - [MONTH] [DAY], 20XX, for large business accounts**

\* Program prices include a \$0.001/kWh administration fee and a \$0.001/kWh fee to support a City energy manager position. Program prices could increase as a result of a change in law that results in a direct, material increase in costs during the term of the electric supply agreement.

\*\* Eversource's fixed Basic Service prices change every 6 months for residential and small business accounts and every 3 months for large business accounts. They will next change on [MONTH] [DAY], 20XX, for residential, small, and large business accounts.

\*\*\* Exit terms for Eversource's Basic Service: No penalty charge. However, large C&I (rates G-3, T-2, and WR) and street lighting customers on the fixed price Basic Service option may receive a billing adjustment, which may be either a credit or a charge.

## Additional information

If you are eligible for a low-income rate or fuel assistance, those benefits will continue in Chelsea Electricity Choice.

If you have a tax-exempt account, taxes will be billed as part of the Chelsea Electricity Choice power supply charge. You are responsible for identifying and requesting an exemption from the collection of any tax by providing appropriate tax exemption documentation to [SUPPLIER NAME]. Visit [ChelseaElectricityChoice.com](https://ChelseaElectricityChoice.com) and click "Tax Exempt Accounts" under Support for how to submit your documentation.

If you have have received this letter and also you have signed a contract with an electricity supplier, you must opt out of Chelsea Electricity Choice if you wish to retain your current contract. If you do not opt out, your account will be enrolled in Chelsea Electricity Choice, and that may trigger early termination fees from your existing electricity supplier.

For additional information, please visit [ChelseaElectricityChoice.com](https://ChelseaElectricityChoice.com), call Chelsea 311, or contact customer support with the City's program consultants at 1-8XX-XXX-XXXX or [support@ChelseaElectricityChoice.com](mailto:support@ChelseaElectricityChoice.com).

Thomas Ambrosino  
City Manager

## ATTACHMENT B-2 – EXEMPLAR LANGUAGE ACCESS DOCUMENT



Chelsea Electricity Choice / Opción Eléctrica de Chelsea



### IMPORTANT NOTICE



8XX-XXX-XXXX



TTY 771 or 800-439-2370 / Español 866-930-9252




ChelseaElectricityChoice.com

The Massachusetts Department of Public Utilities directs that we include the following message in all of these different languages. The message states: "Important notice enclosed from Chelsea about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help."

<b>SPANISH/ESPAÑOL</b> Incluye importante notificación de Chelsea sobre su servicio eléctrico. Traduzca la notificación inmediatamente. Si necesita ayuda, llame al número o visite el sitio web indicado anteriormente.	<b>POLISH/POLSKI</b> Załączono ważne powiadomienie od Chelsea dotyczące usług w zakresie dostaw energii elektrycznej. Prosimy o niezwłoczne przetłumaczenie tego powiadomienia. W celu uzyskania pomocy należy zadzwonić pod wyżej podany numer telefonu lub odwiedzić wyżej wymienioną stronę internetową.
<b>PORTUGUESE/PORTUGUÊS</b> Aviso importante incluído do Chelsea sobre seu serviço de eletricidade. Traduzir o aviso imediatamente. Ligar para o número ou visitar o site, acima, para obter ajuda.	<b>NEPALI/नेपाली</b> तपाईंको विद्युतीय सेवा बारे Chelsea बाट संलग्न गरिएको महत्वपूर्ण सूचना । सूचनालाई तत्कालै अनुवाद गर्नुहोस् । मद्दतको लागि, माथि दिइएको नम्बरमा फोन गर्नुहोस् वा वेबसाइटमा जानुहोस् ।
<b>CHINESE (SIMPLIFIED)/中文</b> 随附来自 Chelsea 的重要通知，有关您的供电服务。请立刻翻译此通知。如果您需要帮助，请通过上面提供的信息致电或者访问网站。	<b>MARATHI/मराठी</b> कडून महत्वाची सूचना संलग्न केली आहे Chelsea आपल्या विद्युत सेवेसंबंधी. या सूचनेचा अनुवाद त्वरित करावा. मदतीसाठी वरील क्रमांकावर फोन करा किंवा वेबसाईटला/संकेतस्थळास भेट द्या.
<b>CHINESE (TRADITIONAL)/中文</b> 随附以下重要通知 Chelsea 事關您的電力服務。請立即翻譯通知。如需協助，請致電上述號碼或瀏覽網站。	<b>YORUBA/YORÚBÁ</b> Àkíyèsí pàtàkì tí a fì sínú rè láti òdò Chelsea nípa íṣẹ́ iná mọ̀nàmọ̀nà rẹ̀. Túmọ̀ àkíyèsí náà lẹ́sẹ̀kẹ̀sẹ̀. Pe nọ̀nbà náà tàbí bẹ̀ ààyè lóri ayélujára, lókè, wò fún ìrànlowọ̀.
<b>HAITIAN/KREYÒL</b> Wap jwenn yon avi enpòtan ki soti nan Chelsea osijè sèvis elektrisite w. Tradwi avi a imedyatman. Rele nimewo a oswa vizite sit entènèt ki anwo a, pou w jwenn èd.	<b>IGBO/NDI IGBO</b> Okwa dị mkpa e zitere na Chelsea gbasara ọrụ ọkụ eletrik gị. Tugharịa okwa ozigbo. Kpọọ nomba à ma ọ bụ gaa na websaịtị, dị n'elu, maka enyemaka.


<b>VIETNAMESE/TIẾNG VIỆT</b> Có đính kèm thông báo quan trọng từ Chelsea về dịch vụ điện của quý vị. Hãy phiên dịch thông báo này ngay. Xin gọi số điện thoại hoặc vào mạng lưới của chúng tôi, bên trên, để được giúp đỡ.	<b>AMHARIC/አማርኛ</b> የኤሌክትሪክ አገልግሎትዎን በተመለከተ ከ Chelsea የተሰጠ ጠቃሚ ማስታወቂያ ከዚህ ጋር በአባሪነት ተያይዟል። ማስታወቂያውን በአስቸኳይ ያስተርጉሙት። እገዛ ለማግኘት፣ ከላይ በተገለጸው ስልክ ቁጥር ይደውሉ ወይም ድረ ገጽን ይጎብኙ።
<b>RUSSIAN/РУССКИЙ</b> Прилагается важное сообщение от Chelsea касательно вашего снабжения электроэнергией. Переведите это сообщение безотлагательно. Если вам нужна помощь, позвоните по указанному номеру или зайдите на вебсайт.	<b>SOMALI/SOOMAALI</b> Ogeysiin muhiim ah oo ku lifaaqan oo ka timid Chelsea oo ku saabsan adeegaaga korontada. Fasir ogeysiinta isla markaas. U soo wac lambarka ama u booqo websaydka, koreeyo, wixii caawin ah.
<b>ARABIC/عربي</b> ملاحظة هامة متضمنة من Chelsea حول خدمة الكهرباء خاصتك. يرجى ترجمة الملاحظة فوراً. اتصل بالرقم أو قم بزيارة الموقع أعلاه للحصول على المساعدة.	<b>JAPANESE/日本語</b> Chelsea からの電力供給に関する重要なお知らせが添付されています。このお 知らせをすぐに翻訳してください。ご質問がある場合は、上記の電話 番号までお電話いただくか、ウェブサイトをご覧ください。
<b>KHMER/ខ្មែរ</b> សេចក្តីជូនដំណឹងសំខាន់ បានភ្ជាប់មកពី Chelsea អំពីសេវាអគ្គិសនីរបស់អ្នក។ បកប្រែសេចក្តីជូនដំណឹងនេះភ្លាមៗ។ ហៅទៅលេខ ឬទស្សនាគេហទំព័រខាងលើ សំរាប់ជំនួយ។	<b>GUJARATI/ગુજરાતી</b> ના તરફથી મહત્વપૂર્ણ નોટિસ બીડેલ છે Chelsea તમારી વીજળી સેવા વિશે. સૂચનાનું તુરંત જ ભાષાંતર કરો. મદદ માટે ઉપરના નંબર પર કોલ કરો અથવા વેબસાઇટની મુલાકાત લો.
<b>FRENCH/FRANÇAIS</b> Avis important ci-joint de Chelsea à propos de votre service d'électricité. Traduisez immédiatement l'avis. Appelez le numéro ou visitez le site Web ci-dessus pour obtenir de l'aide.	<b>SWAHILI/KISWAHILI</b> Notisi muhimu ambayo imeambatishwa kutoka kwa Chelsea kuhusu huduma ya umeme unayopokea. Ifasiri notisi papo hapo. Piga simu kwa nambari au zuru tovuti, hapo juu, ili kupata usaidizi.
<b>ITALIAN/ITALIANO</b> Comunicazione importante in allegato da Chelsea riguardante il suo servizio di elettricità. Tradurre il comunicato immediatamente. Se ha bisogno di assistenza chiami il numero o visiti il sito internet sopra indicato.	<b>HINDI/हिंदी</b> यह महत्वपूर्ण सूचना Chelsea की ओर से आपकी बिजली सेवा के बारे में है। सूचना का तुरंत अनुवाद करें। मदद के लिए ऊपर के नंबर पर कॉल करें या वेबसाइट पर जाएं।
<b>KOREAN/한국어</b> 귀하의 전기 서비스와 관련하여 Chelsea 에서 보낸 중요한 통지 사항이 동봉되어 있습니다. 통지 사항을 즉시 번역하시기 바랍니다. 도움이 필요할 경우 위의 전화 번호로 연락하거나 웹사이트를 방문해 주십시오.	<b>THAI/ไทย</b> ประกาศสำคัญที่แนบมาจาก Chelsea เกี่ยวกับบริการไฟฟ้าของคุณ แปะประกาศทันที โทษไปยังหมายเลข หรือไปที่เว็บไซต์ด้านบน เพื่อขอความช่วยเหลือ
<b>GREEK/ΕΛΛΗΝΙΚΑ</b> Εσπεύρεται σημαντική ειδοποίηση από Chelsea που αφορά τον πάροχο ηλεκτρικής σας ενέργειας. Μεταφράστε την ειδοποίηση αμέσως. Καλέστε τον αριθμό ή επισκεφτείτε την παραπάνω ιστοσελίδα για βοήθεια.	<b>LAO/ລາວ</b> ແຈ້ງການທີ່ສຳຄັນມາຈາກ Chelsea ກ່ຽວກັບການບໍລິການໄຟຟ້າຂອງທ່ານ. ແປແຈ້ງການນີ້ໂດຍທັນທີ. ສຳລັບການຊ່ວຍເຫຼືອ ໂທຫາເບີໂທ ຫຼື ເຂົ້າໄປເບິ່ງໃນເວັບໄຊທ໌ ຢູ່ຂ້າງເທິງ.

ATTACHMENT B-3 – EXEMPLAR OPT-OUT REPLY CARD

OPT-OUT REPLY CARD	
 <div><b>Chelsea Electricity Choice</b> <b>Opción Eléctrica de Chelsea</b></div>	<h3>Opt-Out Instructions</h3> <p>You do not need to take any action to participate in Chelsea Electricity Choice.</p> <p><b>If you DO NOT wish to participate, you MUST opt out.</b></p> <p>To opt out by mail:</p> <ol style="list-style-type: none"><li>1. Sign and date this card</li><li>2. Place the card in the enclosed envelope</li><li>3. Drop the envelope in the mail</li></ol> <p>This card must be signed by the Customer of Record whose name appears in the address on this card. The envelope must be postmarked by [MONTH] [DAY], 2021, to opt out of the program before being enrolled. You may also opt out anytime after enrollment by phone or online at <a href="https://ChelseaElectricityChoice.com">ChelseaElectricityChoice.com</a>.</p>
X _____ Signature	_____ Date



ATTACHMENT B-4 – EXEMPLAR OPT-OUT REPLY CARD EXTERIOR ENVELOPE

	<b>CITY OF CHELSEA</b> C/O [SUPPLIER NAME] [Supplier Address] [City], [State] [Zip]	Presorted Standard U.S. Postage <b>PAID</b> XXXX XXXXX
<p><b>Time-sensitive notice sent on behalf of the City of Chelsea regarding your electricity rates.</b></p>		