

# Beverly Community Electric

## Education and Outreach Plan

December 13, 2023

This document presents a draft public Education and Outreach Plan for Beverly Community Electric (Program). These efforts have been customized to ensure that the population of Beverly has as much access as is possible to Program information and resources.

This Education and Outreach Plan was developed in consultation with the Mayor's office and the Beverly Clean Energy Advisory Committee.

Beverly (City) will be able to finalize the strategy once the Program launch date and pricing have been established, which cannot happen until after the Department of Public Utilities (Department) approves the City's municipal aggregation plan (Plan) and the City selects an electricity supplier for the Program.

### I. Education and outreach schedule

#### A. Aggregation plan development period

While developing its Plan, the City endeavored to begin engaging the community with the Program by announcing a public comment period of three weeks and soliciting comments (see Petition for Approval of Municipal Aggregation Plan (Petition), Exhibit 3, Attachment G for copies of comments received). A public presentation of the Plan was made during that three-week period on January 20, 2021 (see Petition, Exhibit 3, Attachment F for a copy of the presentation). The formal announcement, public comment period, and public presentation of the Plan were publicized as follows:

- Posted on the City website
- Posted on the Beverly Community Electric aggregation website
- Posted on the Climate Action and Resilience Plan, *Resilient Together*, website
- Emailed in the Resilient Together newsletter
- Via announcement at a City Council meeting
- Via Social media posts on official City accounts

The City also developed initial Program branding and an initial handout, launched an informational website, which is available at [BeverlyCommunityElectric.com](http://BeverlyCommunityElectric.com), and made customer support available to the public through the website so the public could get early answers to questions about the Program.

See Petition, Exhibit 3, Attachment E for a copy of communications sent out about the public presentation of the Plan and public comment period.

## B. Regulatory review period

While Beverly's aggregation Plan is undergoing regulatory review, the City plans to build general awareness about aggregation and about the City's goals to increase the renewable energy content of the community's electricity supply.

As part of those efforts, the City will endeavor to continue providing information to residents and businesses through the community organizations that they interact with and that serve them. The City will prioritize groups that provide support for vulnerable populations, such as low-income homeowners; renters, in particular those living in subsidized housing; seniors; immigrant populations and non-English speakers; those connected to faith-based communities; food pantries; and veterans. The City will also involve groups whose missions focus on environmental and sustainability issues in outreach. The City will offer to speak to staff and to constituents and provide information about the Program.

To ensure access to Program information during this period and on an ongoing basis during Program operation, the City will provide a link to BeverlyCommunityElectric.com and basic information about the Plan in a prominent location on the City's website. Once complete and approved by the Department, the final version of all Program documents and educational materials will be made available and updated on BeverlyCommunityElectric.com.

## C. Electricity supply contract is signed

After the regulatory review process is complete, the electric service agreement (ESA) is signed. Signing the ESA does not itself include any outreach to the general community, but it is a milestone that moves the City toward the formal education and outreach efforts that immediately precede Program launch.

The ESA is signed as a result of a competitive procurement process, and includes the Program pricing, the Program structure, the amount of any additional renewable electricity that will be made available to participants, the electricity supplier, and the ESA duration.

## D. Formal public education and outreach period

During the period of time between ESA signing and Program enrollment, the City will conduct a formal public education and outreach effort. That effort will include the following:

### 1. ESA announcement + website update + outreach to community organizations

The City will publicize a **press release/announcement** about the Program launch and Program details as follows:

- Posted on the City website
- Posted on the Beverly Community Electric aggregation website
- Sent to local media publications, such as the *Beverly Citizen*, the *Salem News*, and the *Beverly Patch*
- Via announcement at a City Council meeting
- Via Social media posts on official City accounts
- Sent to civic associations

- Sent to community and environmental advocacy organizations in Beverly, such as Green Beverly and Change is Simple, with a request that they publicize them to their networks
- Sent to City committees such as the Open Space and Recreation Committee, the Parks and Recreation Committee, and the Waste Reduction Committee, with a request that they publicize the announcement to their networks
- Via a BevCam cable access segment
- Via the schools using electronic means sent to families
- Sent to the Beverly Multifaith Coalition
- Sent to Beverly Bootstraps and other local organizations supporting vulnerable community members
- Via additional mechanisms used to disseminate information about Beverly's Climate Action and Resilience Plan, such as the Resilient Together newsletter

The **Program website** will be updated to include the following information:

- Supplier name
- Customer support information
- Program pricing and Program option descriptions
- Information about the renewable energy content in the Program offerings
- A form that allows customers to select a Program option
- Opt-out information and a form for opting out online
- Information about how to opt in to the Program for those customers who will not be automatically enrolled, including an online enrollment form
- Information on submitting tax-exemption documentation
- Additional resources, such as the approved aggregation Plan and the ESA

## 2. **"Coming soon" postcard mailing by the supplier**

- To ensure the public is looking for and recognizes the opt-out notice as an important and legitimate communication from the City, a "coming soon" postcard will be mailed to Eligible Customers in Beverly. The contracted electricity supplier will cover the cost of the postcard and will execute the mailing.

## 3. **Opt-out notice mailing by the supplier + public education events**

- The opt-out notice, reply card, return-addressed, postage-paid reply envelope, language access document, and product summary form will be mailed to Eligible Customers in Beverly.
- The City will host **at least two community-wide public education sessions** that are available to the general public: at least one public education session at the Beverly Senior Center targeted for seniors and at least one additional session in collaboration with a community-based organization. The public information sessions will be publicized in the Program announcement, on the Program website, and through the City's social media accounts. In addition, the City will publicize the schedule of the information sessions to select community groups and committees

listed in D. 1. and ask them to share with their members via email, social media, and other means.

- The City will offer brief informational presentations during regularly scheduled civic association and other meetings.

#### 4. Anticipated materials for the public education effort

- Informational presentation:** An informational presentation will be created to provide a Program overview at public education events
- Revised informational brochure:** The informational brochure created previously will be revised and distributed in public buildings, to community groups, and at public information sessions about the Program. The brochure will provide updated Program details such as pricing, Program options, how to opt out, and participation information.
- Social media posts**

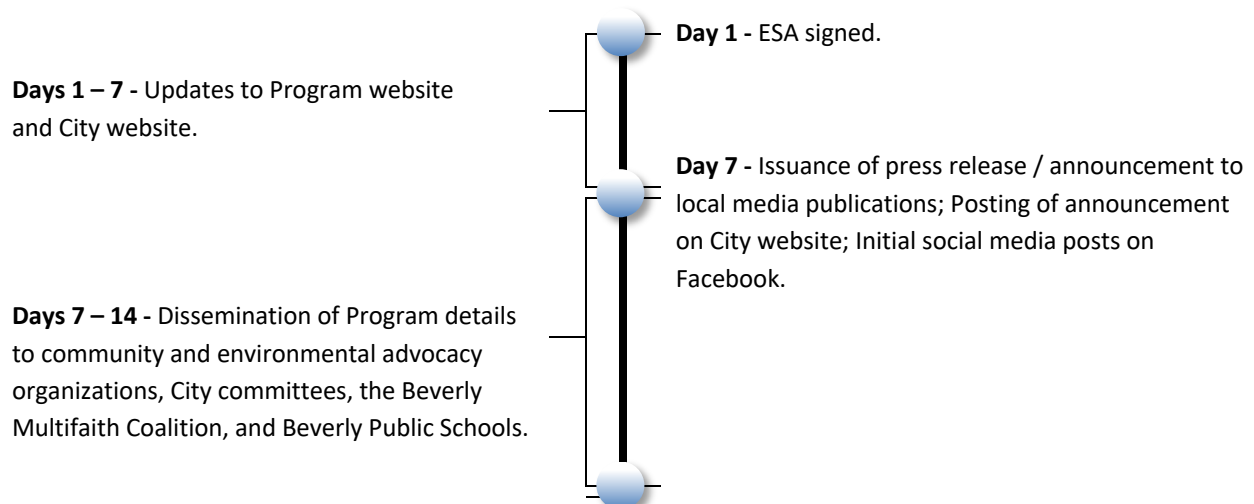
The opt-out notice and customer education materials (announcements, slides, presentations, brochures) will state that Eligible Customers will be automatically enrolled in the Program unless they opt out.

#### 5. Customer support

Customer support will remain available via a toll-free phone number, through the customer support form on the Program website, and via email.

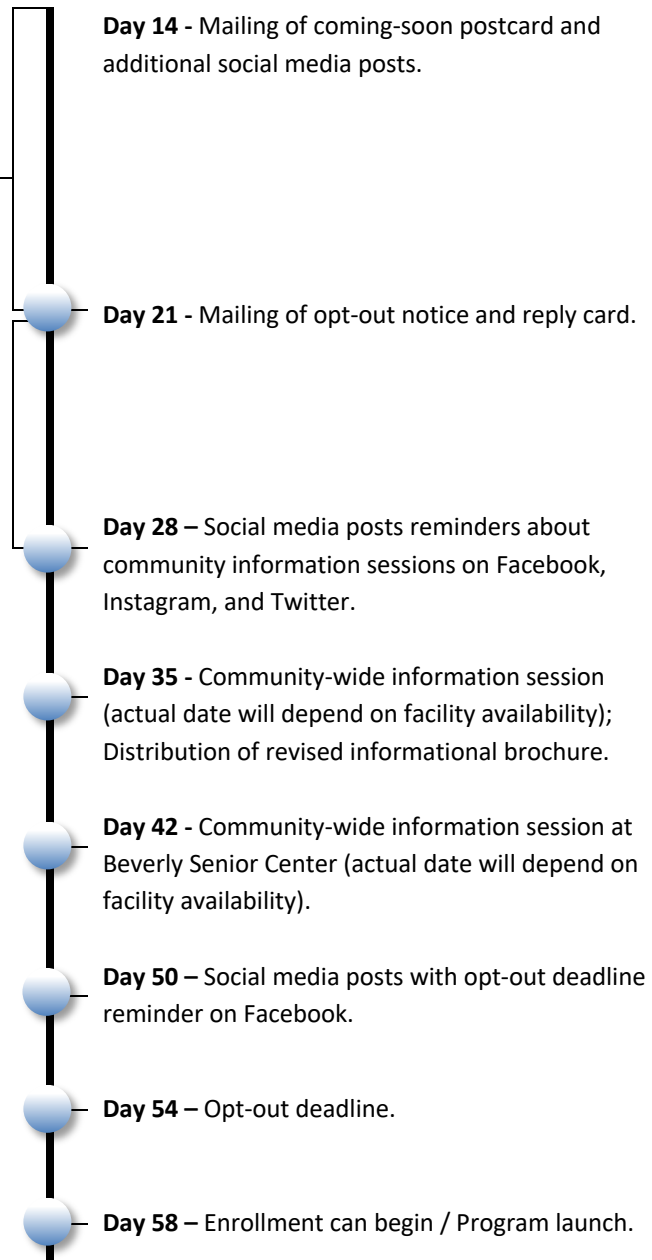
#### 6. Illustrative Program outreach timeline

Beverly will endeavor to launch the Program as soon as is possible after signing an ESA. The timeline below is illustrative. The actual timeline will be dependent on the actual length of time between when the ESA is signed and the Program is scheduled to launch, as well as other factors such as the availability of public spaces for meetings.



**Days 14 – 21** - Expected publication of press release / announcement in local media; Presentation of announcement at City Council meeting (actual date TBD depending in City Council schedule);

**Days 21 – 28** - Recording of BevCam cable access segment and/or video presentation to be posted on Beverly Community Electric website.



Discounts provided by National Grid to low-income customers will not be impacted by their enrollment in the Program.

#### E. After Program launch

After Program launch, customer support provided by MassPowerChoice, the City's Program consultant, will remain available via phone, email, and the web for the duration of the Program.

The City will notify customers of any change in product price or renewable energy content consistent with all notification requirements for the competitive supply market required by the Department. At least 30 days prior to a change in Program price (including a change in Program price due to a change

in law) or renewable energy content or the start of a new ESA (whether or not there is a change in price, renewable energy content, or term), the City will notify customers through a direct mail notice and by issuing a media release, posting a notice in City Hall, and posting a notice on the City's municipal website and the Program website, BeverlyCommunityElectric.com. The direct mail notice will include a product summary form and will contain the new Program price, term, fees, and renewable energy content, and will contain the applicable Basic Service rate and inform participants that they may opt out of the Program at any time and return to Basic Service at no charge.

If, after Program launch, 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, 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 as described above. The City will notify the Department's Consumer Division prior to the implementation of any change in Program price related to a change in law. Such communication will occur at least ten business days prior to the consumer notification and include copies of all media releases, City Hall and website postings, and other communications the City intends to provide to customers regarding the change in price.

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. Specifically, on a quarterly basis, the City will publicize the availability of the disclosure label along with explanatory text such as the following:

The electricity supplier for Beverly Community Electric, the City's electricity program, has sent an updated electricity disclosure label. Participants in Beverly Community Electric can use this label to learn about the electricity supplied through the program, including the sources of that electricity.

The City intends to publicize the disclosure labels in March, June, September, and December. The City will do so in the following ways:

- Posting a notice and disclosure label on the Resources page of the Program website
- Posting a news item on the home page of the City website with a link to the Program website where the label can be found
- Posting a physical notice and disclosure label on bulletin boards at City Hall, the Senior Center, and the branches of the public library
- Posting a notice on the City's Facebook, Instagram, and Twitter accounts, with a link to the Program website where the notice can be found
- Submitting a notice to the City's local access television station with information about where the disclosure label can be found (online and physical)

## II. Access for customers with limited English proficiency

The 2015 American Community Survey 5-year estimate provides estimates of the number of members of specific language communities that speak English less than very well. The table below presents, for each language community, the estimated population that speaks English less than very well in Beverly and also that population's percentage of the total population of Beverly. The table assumes a total Beverly population of 38,887, and that total and all data in the table are taken directly from the 2015 American Community Survey 5-year estimate.<sup>1</sup> Please see Appendix A for a copy of the original data and the data source.

### Population speaking English less than very well

Language	Number of speakers	% of total Beverly population
Spanish or Spanish Creole	208	0.53%
French (incl. Patois, Cajun)	19	0.05%
French Creole	14	0.04%
Italian	38	0.10%
Portuguese or Portuguese Creole	66	0.17%
Greek	30	0.08%
Armenian	28	0.07%
Chinese	7	0.02%
Korean	14	0.04%
Vietnamese	15	0.04%
Arabic	117	0.30%
Hebrew	8	0.02%

To ensure adequate access to the aggregation opt-out notice and other information about the Program for electricity customers with limited English proficiency, Beverly will:

- Provide on-demand machine translation of the Program website before, during, and after Program launch, including price change announcements, which are featured on the website home page.

<sup>1</sup> Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

- Include the Department-required Language Access document as a cover sheet with the opt-out notice mailing. The Language Access document will include the following text translated into 26 languages:

*Important notice enclosed from Beverly about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help.*

In addition, the Language Access document will include the MassRelay TTY phone number for both Spanish and English speakers.

- Provide on-demand phone interpreting in 200 languages via the Program's toll-free customer service telephone number before, during, and after Program launch.
- Endeavor to communicate directly with organizations that provide ESOL instruction, such as Beverly Bootstraps, to ensure their staff and students have a clear understanding of Program communications and price change announcements.
- Any further need for interpreting or translation will be addressed on an ad hoc basis as the need becomes known to the City, both before and after Program launch.

### III. Environmental justice populations

Beverly has environmental justice populations based on income, minority status, and language isolation.<sup>2</sup> To address the needs of these residents, Beverly will:

- Consider affordability as well as environmental benefit when establishing the percentage of voluntary RECs in the standard product.
- Offer an optional product, Beverly Basic, with no additional RECs above the state minimum.
- Allow customers to opt out of the Program, or switch to Beverly Basic, at any time with no penalty.
- As described in § I.D, disseminate information about the Program broadly through the community using websites, social media, local publications, and community groups such as Beverly Bootstraps which supports vulnerable community members.
- Staff a table at energy-focused events at Beverly Bootstraps and the Council on Aging.
- Provide assistance to customers with limited English proficiency as described in § II.

### IV. Access for customers with a physical disability or who require visual or audio assistance

To the extent possible, all public education events will be held in accessible spaces such as City buildings. In the event public education events cannot be presented as in-person events, they will be held online

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<sup>2</sup> <https://www.mass.gov/info-details/environmental-justice-populations-in-massachusetts>.



and as such will be accessible to those with limited mobility. Customers who are deaf or hard of hearing may request an ASL interpreter at these public events from customer support using the web form or via email, and this option will be communicated as a part of the City's publicity about the events.

Before Program launch and on an ongoing basis after Program launch, customers who are blind or otherwise visually impaired may request assistance reading Program materials and the Program website, which will include price change information, by calling the customer support number. For customers who are deaf or hard of hearing, the Language Access Document, which will accompany the opt-out notice, will include TTY phone numbers for use by both English- and Spanish-speaking customers. In addition, customer support will be available via multiple modalities: voice (phone) as well as written (web form and email) both before and after Program launch.

## V. Competitive supply customers

Where the City's education and outreach materials address the availability of the Program to competitive supply customers, those materials will disclose that such customers may be subject to penalties or early termination fees from their competitive supplier if they switch from competitive supply to the City's Program during the term of a competitive supply contract. The City will provide the Department with a copy of any materials it proposes to send to competitive supply customers for the purpose of notifying them of their eligibility to receive power from the Program. The City will provide such materials to the Department no later than ten business days prior to the proposed date of issuance.

## VI. Enrollment procedures and pricing

### Enrollment procedures

Enrollment Scenario	Enrollment Procedures
<b>Eligible Customers at Program initiation</b>	<p><i>All Customers</i></p> <p>An opt-out notice will be mailed to all Eligible Customers at Program launch. After the completion of the 30-day opt-out period, inclusive of mailing, the competitive supplier will enroll all Eligible Customers that did not opt out.</p>
<b>New Eligible Customers identified after Program launch</b>	<p><i>All Customers except Very Large C&amp;I</i></p> <p>An opt-out notice will be mailed to all identified New Eligible Customers after Program launch. After the completion of the 30-day opt-out period, inclusive of mailing, the competitive supplier will enroll all Eligible Customers that did not opt out.</p> <p><i>Very Large C&amp;I</i></p> <p>Same as above except the opt-out notice will include the current, market-based prices.</p>
<b>Customers who opted out and later want to enroll</b>	<p><i>All Customers</i></p> <p>Customers may enroll in the Program by contacting Program customer support or the competitive supplier.</p>

<p><b>Customers on third-party supply at Program launch who want to enroll in the Program after their supply contract ends</b></p>	<p><i>All Customers</i>          Customers may enroll in the Program by contacting Program customer support or the competitive supplier.</p>
<p><b>All customers enrolled in the Program at the start of a supply term under a new ESA, including any customers currently on market-based prices.</b></p>	<p><i>All Customers</i>          At least 30 days prior to the effective date of a price change under a new ESA, Program participants will be informed through postings on the Program and municipality websites, media releases, social media, a physical posting in municipal buildings and a direct mail notice containing the new price, term, fees, renewable energy content, and applicable Basic Service rate, in accordance with Section IV.4 above. Customers enrolled in an optional opt-in product that will change voluntary renewable content will be informed that they must affirmatively re-enroll in the new optional product (or affirmatively enroll in the default product or other optional product) or they will be returned to Basic Service. Customers enrolled in the default opt-out product shall be notified that they will be re-enrolled in the new default product unless they opt out.</p>

**Enrollment Pricing**

<p><b>Enrollment scenario</b></p>	<p><b>Enrollment Pricing</b></p>
<p><b>Eligible Customer at Program launch</b></p>	<p><i>All Customers</i>          Program pricing for all product offers.</p>
<p><b>New Eligible Customers identified after Program launch</b></p>	<p><i>All Customers except Very Large C&amp;I</i>          Program pricing for all product offers.</p> <p><i>Very Large C&amp;I</i>          Market-based price based on then-current wholesale prices and competitive supplier costs at the time the customer wants to enroll. The competitive supplier will provide a market-based price that is fixed for the remainder of the current ESA.</p>
<p><b>Customers who opted out and later want to enroll</b></p>	<p><i>All Customers</i>          Market-based price based on then-current wholesale prices and competitive supplier costs at the time the customer wants to enroll. The competitive supplier will provide a market-based price that is fixed for the remainder of the current ESA.</p>
<p><b>Customers on third-party supply at Program launch who want to enroll in the Program after their supply contract ends</b></p>	<p><i>Residential and Small C&amp;I</i>          Program pricing for all product offers.</p> <p><i>Medium/Large C&amp;I</i>          Market-based price based on then-current wholesale prices and competitive supplier costs at the time the customer wants to enroll. The competitive supplier will provide a market-based price that is fixed for the remainder of the current ESA.</p>

<b>All customers enrolled in the Program at the start of a supply term under a new ESA, including any customers currently on market-based prices</b>	<i>All Customers</i> Program pricing for all product offers.
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## Appendix A – Source data for population speaking English less than very well

The original data source is Table B16001 from the US Census data, which is entitled *Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over*. The table can be accessed directly at the following link:

<https://data.census.gov/cedsci/table?q=B16001%3A%20LANGUAGE%20SPOKEN%20AT%20HOME%20BY%20ABILITY%20TO%20SPEAK%20ENGLISH%20FOR%20THE%20POPULATION%205%20YEARS%20AND%20OVER&t=Language%20Spoken%20at%20Home&g=1600000US2505595&tid=ACSDT5Y2015.B16001&hidePreview=true>

A copy of the original data table is below. The data was accessed on 100720:

<b>GEO_ID</b>	<b>id</b>	<b>1600000US2505595</b>	
<b>NAME</b>	<b>Geographic Area Name</b>	<b>Beverly city, Massachusetts</b>	
		<b>Estimate</b>	<b>Margin of Error</b>
B16001_001E	Estimate Total	38887	284
B16001_002E	Speak only English	35930	635
B16001_003E	Spanish or Spanish Creole	943	322
B16001_004E	Spanish or Spanish Creole Speak English very well	735	247
B16001_005E	Spanish or Spanish Creole Speak English less than very well	208	121
B16001_006E	French (incl. Patois, Cajun)	287	147
B16001_007E	French (incl. Patois, Cajun) Speak English very well	268	143
B16001_008E	French (incl. Patois, Cajun) Speak English less than very well	19	28
B16001_009E	French Creole	52	56
B16001_010E	French Creole Speak English very well	38	50
B16001_011E	French Creole Speak English less than very well	14	23
B16001_012E	Italian	224	135
B16001_013E	Italian Speak English very well	186	131
B16001_014E	Italian Speak English less than very well	38	31
B16001_015E	Portuguese or Portuguese Creole	379	232
B16001_016E	Portuguese or Portuguese Creole Speak English very well	313	198

B16001_017E	Portuguese or Portuguese Creole Speak English less than very well	66	58
B16001_018E	German	142	110
B16001_019E	German Speak English very well	142	110
B16001_020E	German Speak English less than very well	0	25
B16001_021E	Yiddish	0	25
B16001_022E	Yiddish Speak English very well	0	25
B16001_023E	Yiddish Speak English less than very well	0	25
B16001_024E	Other West Germanic languages	15	24
B16001_025E	Other West Germanic languages Speak English very well	15	24
B16001_026E	Other West Germanic languages Speak English less than very well	0	25
B16001_027E	Scandinavian languages	0	25
B16001_028E	Scandinavian languages Speak English very well	0	25
B16001_029E	Scandinavian languages Speak English less than very well	0	25
B16001_030E	Greek	71	49
B16001_031E	Greek Speak English very well	41	39
B16001_032E	Greek Speak English less than very well	30	42
B16001_033E	Russian	0	25
B16001_034E	Russian Speak English very well	0	25
B16001_035E	Russian Speak English less than very well	0	25
B16001_036E	Polish	74	59
B16001_037E	Polish Speak English very well	74	59
B16001_038E	Polish Speak English less than very well	0	25
B16001_039E	Serbo-Croatian	20	33
B16001_040E	Serbo-Croatian Speak English very well	20	33
B16001_041E	Serbo-Croatian Speak English less than very well	0	25
B16001_042E	Other Slavic languages	0	25
B16001_043E	Other Slavic languages Speak English very well	0	25
B16001_044E	Other Slavic languages Speak English less than very well	0	25

B16001_045E	Armenian	28	44
B16001_046E	Armenian Speak English very well	0	25
B16001_047E	Armenian Speak English less than very well	28	44
B16001_048E	Persian	0	25
B16001_049E	Persian Speak English very well	0	25
B16001_050E	Persian Speak English less than very well	0	25
B16001_051E	Gujarati	0	25
B16001_052E	Gujarati Speak English very well	0	25
B16001_053E	Gujarati Speak English less than very well	0	25
B16001_054E	Hindi	153	238
B16001_055E	Hindi Speak English very well	153	238
B16001_056E	Hindi Speak English less than very well	0	25
B16001_057E	Urdu	0	25
B16001_058E	Urdu Speak English very well	0	25
B16001_059E	Urdu Speak English less than very well	0	25
B16001_060E	Other Indic languages	0	25
B16001_061E	Other Indic languages Speak English very well	0	25
B16001_062E	Other Indic languages Speak English less than very well	0	25
B16001_063E	Other Indo-European languages	57	70
B16001_064E	Other Indo-European languages Speak English very well	57	70
B16001_065E	Other Indo-European languages Speak English less than very well	0	25
B16001_066E	Chinese	24	30
B16001_067E	Chinese Speak English very well	17	21
B16001_068E	Chinese Speak English less than very well	7	12
B16001_069E	Japanese	55	66
B16001_070E	Japanese Speak English very well	55	66
B16001_071E	Japanese Speak English less than very well	0	25
B16001_072E	Korean	54	50
B16001_073E	Korean Speak English very well	40	47
B16001_074E	Korean Speak English less than very well	14	18

B16001_075E	Mon-Khmer, Cambodian	44	65
B16001_076E	Mon-Khmer, Cambodian Speak English very well	44	65
B16001_077E	Mon-Khmer, Cambodian Speak English less than very well	0	25
B16001_078E	Hmong	0	25
B16001_079E	Hmong Speak English very well	0	25
B16001_080E	Hmong Speak English less than very well	0	25
B16001_081E	Thai	0	25
B16001_082E	Thai Speak English very well	0	25
B16001_083E	Thai Speak English less than very well	0	25
B16001_084E	Laotian	0	25
B16001_085E	Laotian Speak English very well	0	25
B16001_086E	Laotian Speak English less than very well	0	25
B16001_087E	Vietnamese	49	79
B16001_088E	Vietnamese Speak English very well	34	54
B16001_089E	Vietnamese Speak English less than very well	15	25
B16001_090E	Other Asian languages	15	24
B16001_091E	Other Asian languages Speak English very well	15	24
B16001_092E	Other Asian languages Speak English less than very well	0	25
B16001_093E	Tagalog	0	25
B16001_094E	Tagalog Speak English very well	0	25
B16001_095E	Tagalog Speak English less than very well	0	25
B16001_096E	Other Pacific Island languages	0	25
B16001_097E	Other Pacific Island languages Speak English very well	0	25
B16001_098E	Other Pacific Island languages Speak English less than very well	0	25
B16001_099E	Navajo	0	25
B16001_100E	Navajo Speak English very well	0	25
B16001_101E	Navajo Speak English less than very well	0	25
B16001_102E	Other Native North American languages	12	18

B16001_103E	Other Native North American languages Speak English very well	12	18
B16001_104E	Other Native North American languages Speak English less than very well	0	25
B16001_105E	Hungarian	29	42
B16001_106E	Hungarian Speak English very well	29	42
B16001_107E	Hungarian Speak English less than very well	0	25
B16001_108E	Arabic	156	185
B16001_109E	Arabic Speak English very well	39	45
B16001_110E	Arabic Speak English less than very well	117	142
B16001_111E	Hebrew	20	24
B16001_112E	Hebrew Speak English very well	12	18
B16001_113E	Hebrew Speak English less than very well	8	16
B16001_114E	African languages	54	57
B16001_115E	African languages Speak English very well	54	57
B16001_116E	African languages Speak English less than very well	0	25
B16001_117E	Other and unspecified languages	0	25
B16001_118E	Other and unspecified languages Speak English very well	0	25
B16001_119E	Other and unspecified languages Speak English less than very well	0	25