

Wayland Electricity Choice

Education and Outreach Plan

January 29, 2024

This document presents a draft public Education and Outreach Plan for the Wayland Electricity Choice Program (Program). This Education and Outreach Plan was developed in consultation with the Wayland Energy and Climate Committee and these outreach efforts have been customized to ensure that the population of Wayland has as much access as is possible to Program information and resources.

Wayland 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 (DPU) approves the Town's aggregation plan and the Town selects an electricity supplier (Competitive Supplier) for the Program.

I. Education and outreach schedule

A. Aggregation plan development period

While developing its aggregation plan, the Town endeavored to begin engaging the community with the Program by announcing a public comment period of 30 days and soliciting comments (see Petition, Attachment G for copies of comments received). A public presentation of the plan was made during that 30-day period on October 17, 2022 (see Petition for Approval of Municipal Aggregation Plan (Petition), 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 Town website home page
- Posted at Town Library and Council on Aging
- Posted on a bulletin board in Town Hall
- Posted on the Wayland Electricity Choice aggregation website, WaylandElectricityChoice.com
- Posted on the Energy and Climate Committee website
- Sent out to the local print newspaper, the *MetroWest Daily News*, as well as the *Wayland Town Crier/Wicked Local*, which is online, and posted to the Wayland Patch, to the extent such media outlets are available.
- Via announcement at a Select Board meeting
- Via social media posts on the official Town Facebook account
- Sent out via active electronic communication channels in Wayland, such as the Wayland ENews, Wayland Voters Network, the Wayland Community Forum Facebook group, and the *EnergizeWayland* newsletter.

- Posted on the Energize Wayland website (EnergizeWayland.org).

The Town also developed initial Program branding and an initial handout, launched an informational website, which is available at WaylandElectricityChoice.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, 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 Wayland’s aggregation plan is undergoing regulatory review, the Town plans to build general awareness about aggregation and about the Town’s goals to increase the renewable energy content of the community’s electricity supply.

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

- EnergizeWayland
- Wayland Council on Aging
- Wayland Child and Parent Association
- Wayland Housing Authority
- Wayland Library
- Wayland Interfaith Leaders Association

An initial informational handout and related slide presentation will be created to help educate the community about the Program. Copies of the handout will be made available online and in Town buildings.

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

C. Electricity supply contract is signed

After the regulatory review process is complete, the electricity supply contract is signed. Signing the

electricity supply contract does not itself include any outreach to the general community, but it is a milestone that moves the Town toward the formal education and outreach efforts that immediately precede Program launch.

The contract 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 Competitive Supplier, and the electricity supply contract duration.

D. Formal public education and outreach period

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

1. Contract announcement + website update + outreach to community organizations

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

- Posted on the Town website
- Posted at the Town Library and Council on Aging
- Posted on a bulletin board in Town Hall
- Posted on the Wayland Electricity Choice website, WaylandElectricityChoice.com
- Posted on the Energy and Climate Committee website
- Sent out to the local print newspaper, the *MetroWest Daily News*, as well as the *Wayland Town Crier/Wicked Local*, which is online, and posted to the Wayland Patch, to the extent such media outlets are available.
- Via announcement at a Select Board meeting
- Via social media posts on the official Town Facebook account
- Via a WayCAM cable access segment
- Sent by the Energy and Climate Committee to other Town Committees and Boards to disseminate, such as the Wayland Human Rights and Diversity Committee, the Wayland Housing Authority, the Wayland Housing Partnership, the Wayland School Committee, and the Wayland Council on Aging, assuming they are active at the time of Program launch.
- Sent to community and environmental advocacy agencies and organizations in Wayland, such as EnergizeWayland, Wayland Garden Club, Wayland Dads, Wayland Community Forum on Facebook, Wayland Child and Parent Association, Wayland Dems, the South Asian Desi Facebook Group, and the Chinese WeChat Group], assuming they are active at the time of Program launch, with a request that they publicize the announcement to their networks.

- Sent to faith-based organizations, such as the Wayland Interfaith Leaders Association, Temple Shir Tikva, Trinitarian Congregational Church, First Parish, Saint Anns, Or Atid, Peace Lutheran, Saint Philopater Mercurius & Saint Mina, and the Islamic Center of Boston, assuming they are active at the time of Program launch, with a request that they publicize the announcement to their members
- Sent to agencies and organizations that provide support to vulnerable community members, such as the Southern Middlesex Opportunity Council (SMOC) and the Parmenter Food Pantry, assuming they are active at the time of Program launch.

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

- Competitive 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 electricity supply contract

2. “Coming soon” postcard mailing by the Competitive Supplier

- To ensure the public is looking for and recognizes the Opt-Out Notice as an important and legitimate communication from the Town, a “coming-soon” postcard will be mailed to eligible customers in Wayland. The contracted Competitive Supplier will cover the cost of the postcard and will execute the mailing.

3. Opt-Out Notice mailing by the Competitive Supplier + public education events

- The Opt-Out Notice and reply card will be mailed to eligible customers in Wayland, accompanied by the D.P.U.-required Language Access Document.¹
- The Town will host **at least two community-wide public education sessions** that are available to

¹ The required Language Access Document translates the following text into 26 languages that, according to U.S. Census Bureau data, are the languages spoken by Massachusetts residents with limited English proficiency:

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

the general public: at least one public education session at the Wayland Council on Aging Senior Center targeted for seniors and at least one additional session. The public information sessions will be publicized in the Program announcement, on the Program website, and through the Town’s social media accounts. In addition, the Town 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 Town will offer to provide brief informational presentations during regularly scheduled civic association and other meetings, including meetings of the Energy & Climate Committee.

4. Anticipated materials for the public education effort

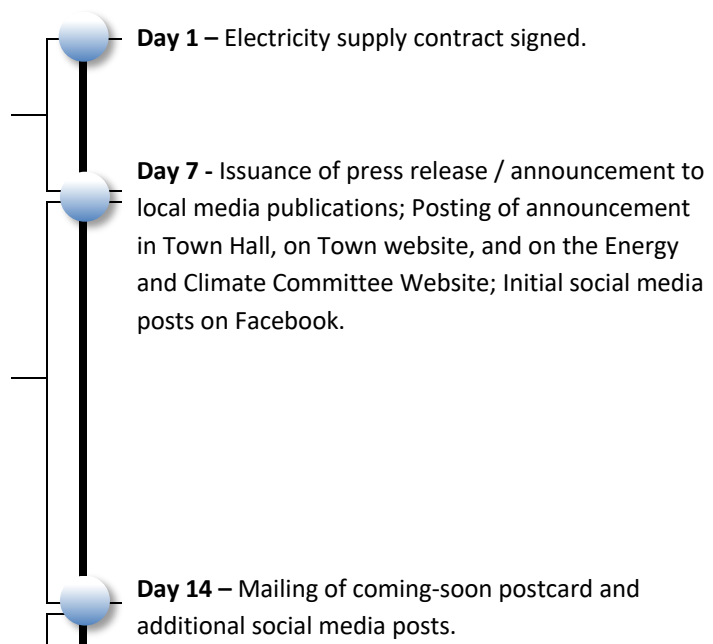
- a. **Informational presentation:** An informational presentation will be created to provide a Program overview at public education events
- b. **An informational handout:** An informational handout will be created and distributed in public buildings, to community groups, and at public information sessions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

5. Illustrative Program outreach timeline

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

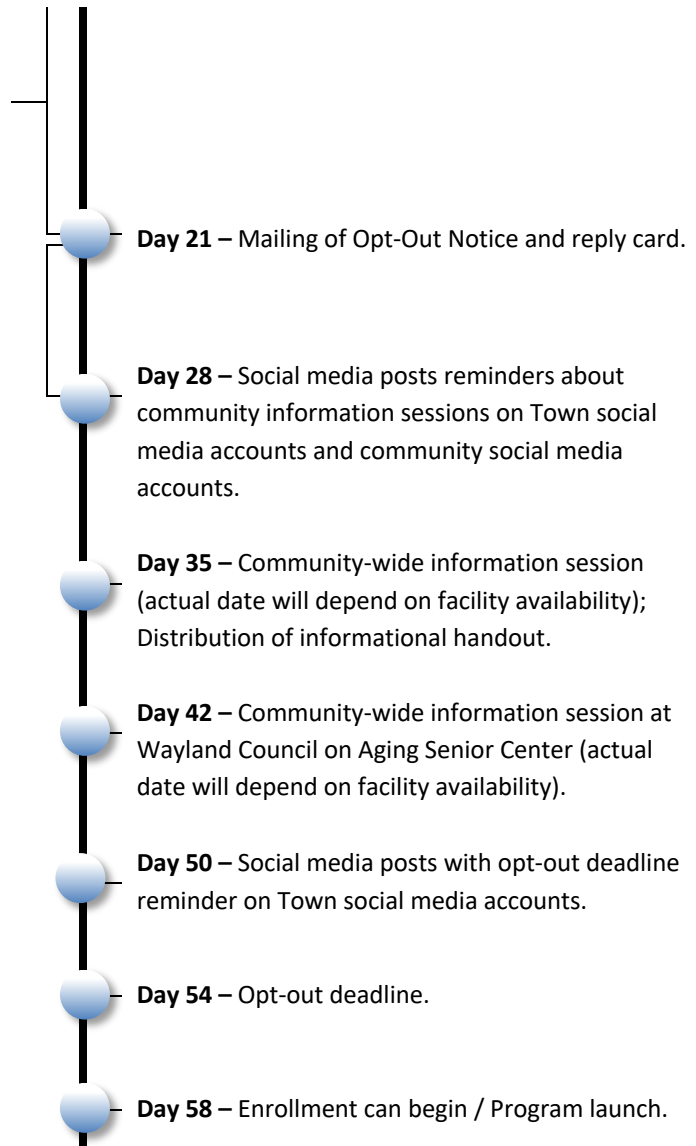
Days 1 – 7 - Updates to Program website and Town website.

Days 7 – 14 – Dissemination of Program details to community and environmental advocacy organizations and agencies Town committees, and faith-based communities, and posting in Town Hall. Posting of announcement in Public Library and Senior Center.



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

Days 21 – 28 – Recording of WayCAM cable access segment and/or video presentation.



Discounts provided by Eversource 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 Town’s Program consultant, will remain available via phone, email, and the web for the duration of the Program.

The Town 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 of Public Utilities that are applicable to aggregation programs. The Town will notify customers of any change in Program price (including a change in Program price at the start of a new supply period) through a direct mail notice at least 30 days prior to any such change. The notice 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. The Town will also issue a media release and social media posts, posting a notice in Town Hall, posting a notice on the Town’s municipal website, and posting a notice on the Program website, WaylandElectricityChoice.com..

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 Town 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 Town will notify consumers of the change in price through a direct mail notice and by issuing a media release and social media posts and posting a notice in Town Hall and on the Town website and Program website. The Town will notify the DPU 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 the direct mail notice, all media releases, Town Hall and website postings, and other communications the Town intends to provide to customers regarding the change in price.

As part of its ongoing service, the Town will provide the disclosure information required by G.L. c. 164, § 1(F)(vi) and 220 C.M.R. § 11.06. The Town 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 Town will publicize either the disclosure label or a link to download a PDF of the complete disclosure label along with explanatory text such as the following:

The electricity supplier for Wayland Electricity Choice the Town’s electricity program, has sent an updated electricity disclosure label. Participants in Wayland Electricity Choice can use this label to learn about the electricity supplied through the program, including the sources of that electricity.

The Town’s intention is to publicize the labels in March, June, September, and December. The Town will publicize them in the following ways:

- By posting a physical notice and disclosure label on a bulletin board at Town Hall, the Council on Aging, and the Public Library
- As a news item on the home page of the Town website
- Via posts on the Town’s official Facebook page]
- Via announcement on the Town’s cable access channel – WayCAM
- By posting a notice and disclosure label on the Program website

II. Access for customers with limited English proficiency and who require other assistance

The American Community Survey offers information on languages and language groups within the Town of Wayland.

The most recent data is from 2020² and provides information about a combination of specific languages and language groups. Based on 2020 report data, out of a total of 12,858 residents over the age of five:

- 10,494 speak only English and 2,364 or 18% speak other languages.
- Of those that speak other languages, 470 or approximately 20% (3.7% of the total population) speak English “less than very well.”
- Among those who speak English “less than very well,” speakers of Chinese comprise the greatest population, with 268 speakers.

As the table below suggests, others that speak English “less than very well” are members of much smaller language populations within Wayland. Please see Appendix A for a copy of the original data and the data source.

Language	Number of speakers	% of total Wayland population
Spanish	22	0.17%
French, Haitian, or Cajun	0	0.00%
German or other West Germanic languages	0	0.00%
Russian, Polish, or other Slavic languages	58	0.45%
Other Indo-European languages	71	0.55%
Korean	8	0.06%
Chinese (incl. Mandarin, Cantonese)	268	2.08%
Vietnamese	0	0.00%
Tagalog (incl. Filipino)	27	0.21%
Other Asian and Pacific Island languages	16	0.12%
Arabic	0	0.00%
Other and unspecified languages	0	0.00%

For detail on specific language instead of language groups, the older 2015 American Community Survey³ provides greater detail. (The same detail is not available for the Town of Wayland in 2020 American Community Survey data.) The table below offers that detail and assumes a total Wayland population of 12,747, as reported in the 2015 data. Speakers of Chinese remain the dominant population from 2015 to

² Table C16001: Language Spoken at home for the population 5 years and over

³ Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

2020. However, it appears some small population shifts have occurred between 2015 and 2020. While 2015 data indicates a population of 130 speakers of Russian who speak English “less than very well,” the 2020 data suggests a much smaller population. 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 Wayland population
Spanish or Spanish Creole	10	0.08%
French (incl. Patois, Cajun)	5	0.04%
French Creole	0	0.00%
Italian	8	0.06%
Portuguese or Portuguese Creole	7	0.05%
German	0	0.00%
Yiddish	0	0.00%
Other West Germanic languages	0	0.00%
Scandinavian languages	0	0.00%
Greek	14	0.11%
Russian	130	1.02%
Polish	0	0.00%
Serbo-Croatian	0	0.00%
Other Slavic languages	0	0.00%
Armenian	0	0.00%
Persian	0	0.00%
Gujarati	0	0.00%
Hindi	0	0.00%
Urdu	0	0.00%
Other Indic languages	75	0.59%
Other Indo-European languages	0	0.00%
Chinese	205	1.61%

Japanese	0	0.00%
Korean	32	0.25%
Mon-Khmer, Cambodian	0	0.00%
Hmong	0	0.00%
Thai	0	0.00%
Laotian	0	0.00%
Vietnamese	0	0.00%
Other Asian languages	0	0.00%
Tagalog	0	0.00%
Other Pacific Island languages	0	0.00%
Navajo	0	0.00%
Other Native North American languages	0	0.00%
Hungarian	0	0.00%
Arabic	0	0.00%
Hebrew	0	0.00%
African languages	0	0.00%
Other and unspecified languages	0	0.00%

To ensure adequate access to the aggregation Opt-Out Notice and other information about the Program for electricity customers with limited English proficiency, Wayland 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.
- Include the DPU-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 Wayland 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.
- Work with Wayland’s Human Rights Diversity Equity and Inclusion Committee to identify effective outreach channels that will provide support to members of the Wayland community with limited English proficiency.
- Any further need for interpreting or translation will be addressed on an ad hoc basis as the need becomes known to the Town, both before and after Program launch.

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

Outreach will be conducted in both print and audio formats and will include handouts and electronic and web-based materials as well as live presentations.

To the extent possible, all public education events will be held in accessible spaces such as Town buildings. In the event public education events cannot be presented as in-person events, they will be held online 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 Town'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. The Program website will be designed so that content to be read aloud by computer-assistive technology. 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.

IV. Competitive supply customers

Where the Town’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 Town’s Program during the term of a competitive supply contract.

Appendix A – Source data for population speaking English less than very well

Table C16001, Language Spoken at home for the population 5 years and over

Original source data for Table C16001, entitled *Language Spoken at home for the population 5 years and over*, from the 2020 American Community Survey.⁴

Wayland town, Middlesex County, Massachusetts		
Label	Estimate	Margin of Error
Total:	12,858	±243
Speak only English	10,494	±537
Spanish:	358	±239
Speak English "very well"	336	±239
Speak English less than "very well"	22	±27
French, Haitian, or Cajun:	70	±53
Speak English "very well"	70	±53
Speak English less than "very well"	0	±21
German or other West Germanic languages:	59	±78
Speak English "very well"	59	±78
Speak English less than "very well"	0	±21
Russian, Polish, or other Slavic languages:	236	±133
Speak English "very well"	178	±101
Speak English less than "very well"	58	±53
Other Indo-European languages:	504	±218
Speak English "very well"	433	±199
Speak English less than "very well"	71	±59
Korean:	17	±27
Speak English "very well"	9	±15

⁴ The table can be accessed directly at the following link:
<https://data.census.gov/cedsci/table?q=wayland%20massachusetts%20c16001&y=2020&tid=ACSDT5Y2020.C16001>

Speak English less than "very well"	8	±12
Chinese (incl. Mandarin, Cantonese):	746	±329
Speak English "very well"	478	±211
Speak English less than "very well"	268	±158
Vietnamese:	0	±21
Speak English "very well"	0	±21
Speak English less than "very well"	0	±21
Tagalog (incl. Filipino):	61	±71
Speak English "very well"	34	±37
Speak English less than "very well"	27	±36
Other Asian and Pacific Island languages:	126	±97
Speak English "very well"	110	±91
Speak English less than "very well"	16	±20
Arabic:	93	±91
Speak English "very well"	93	±91
Speak English less than "very well"	0	±21
Other and unspecified languages:	94	±82
Speak English "very well"	94	±82
Speak English less than "very well"	0	±21

Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

Original source data for Table B16001, entitled Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over, from the 2015 American Community Survey.⁵

Wayland town, Middlesex County, Massachusetts

⁵ The table can be accessed directly at the following link:
<https://data.census.gov/cedsci/table?q=wayland%20massachusetts%20b16001>

Label	Estimate	Margin of Error
Total:	12,747	±138
Speak only English	10,394	±384
Spanish or Spanish Creole:	136	±78
Speak English "very well"	126	±70
Speak English less than "very well"	10	±15
French (incl. Patois, Cajun):	130	±63
Speak English "very well"	125	±63
Speak English less than "very well"	5	±9
French Creole:	2	±4
Speak English "very well"	2	±4
Speak English less than "very well"	0	±19
Italian:	28	±31
Speak English "very well"	20	±22
Speak English less than "very well"	8	±16
Portuguese or Portuguese Creole:	23	±27
Speak English "very well"	16	±17
Speak English less than "very well"	7	±12
German:	52	±44
Speak English "very well"	52	±44
Speak English less than "very well"	0	±19
Yiddish:	26	±35
Speak English "very well"	26	±35
Speak English less than "very well"	0	±19
Other West Germanic languages:	13	±19
Speak English "very well"	13	±19
Speak English less than "very well"	0	±19

Scandinavian languages:	37	±56
Speak English "very well"	37	±56
Speak English less than "very well"	0	±19
Greek:	23	±25
Speak English "very well"	9	±14
Speak English less than "very well"	14	±22
Russian:	301	±155
Speak English "very well"	171	±104
Speak English less than "very well"	130	±70
Polish:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Serbo-Croatian:	53	±81
Speak English "very well"	53	±81
Speak English less than "very well"	0	±19
Other Slavic languages:	64	±53
Speak English "very well"	64	±53
Speak English less than "very well"	0	±19
Armenian:	9	±14
Speak English "very well"	9	±14
Speak English less than "very well"	0	±19
Persian:	168	±215
Speak English "very well"	168	±215
Speak English less than "very well"	0	±19
Gujarati:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Hindi:	2	±9
Speak English "very well"	2	±9

Speak English less than "very well"	0	±19
Urdu:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Other Indic languages:	143	±106
Speak English "very well"	68	±75
Speak English less than "very well"	75	±71
Other Indo-European languages:	45	±41
Speak English "very well"	45	±41
Speak English less than "very well"	0	±19
Chinese:	773	±176
Speak English "very well"	568	±150
Speak English less than "very well"	205	±94
Japanese:	38	±63
Speak English "very well"	38	±63
Speak English less than "very well"	0	±19
Korean:	128	±94
Speak English "very well"	96	±73
Speak English less than "very well"	32	±33
Mon-Khmer, Cambodian:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Hmong:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Thai:	0	±19
Speak English "very well"	0	±19

Speak English less than "very well"	0	±19
Laotian:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Vietnamese:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Other Asian languages:	117	±85
Speak English "very well"	117	±85
Speak English less than "very well"	0	±19
Tagalog:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Other Pacific Island languages:	9	±14
Speak English "very well"	9	±14
Speak English less than "very well"	0	±19
Navajo:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Other Native North American languages:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Hungarian:	10	±16
Speak English "very well"	10	±16
Speak English less than "very well"	0	±19
Arabic:	2	±4
Speak English "very well"	2	±4

Speak English less than "very well"	0	±19
Hebrew:	12	±19
Speak English "very well"	12	±19
Speak English less than "very well"	0	±19
African languages:	0	±19
Speak English "very well"	0	±19
Speak English less than "very well"	0	±19
Other and unspecified languages:	9	±14
Speak English "very well"	9	±14
Speak English less than "very well"	0	±19