

Maynard Power Choice

Municipal Aggregation Plan

March 28, 2024 - Draft

I. Introduction

Maynard Power Choice is an electricity aggregation program offered by the Town of Maynard. The Town developed the Program to bring the benefits of renewable energy and electricity choice to its residents and businesses and to help the Town achieve its sustainability goals. The Program will integrate additional renewable energy into the power supply and will offer a selection of products.

II. Definitions

Auto-Enrollment-Eligible Customers – means Customers who are eligible to be automatically enrolled in the Program on an opt-out basis. This includes (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. This does 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.

Competitive Supplier – means a competitive electricity supplier serving the Program.

Department – means the Department of Public Utilities.

DOER - means the Department of Energy Resources.

Electric Distribution Company or EDC – means the electric distribution company serving the town.

Electricity Service Agreement or ESA – means the contract between the Town and a competitive supplier concerning electricity supply for the Program.

Guidelines – means Guidelines for Municipal Aggregation issued by the Department of Public Utilities in D.P.U. 23-67.

Renewable Energy Certificate or REC – means a certificate representing the environmental attributes associated with electricity production. RECs are part of an accounting system that enables renewable generators to sell, and customers to buy, renewable energy.

Language Access Document – means a document specified by the Department of Public Utilities which contains text in 26 languages informing readers that the accompanying documents contain important information regarding electricity service and encouraging recipients to have those documents translated.

Massachusetts Class I REC – means a REC that comes from a generator that meets the requirements of G.L. c. 25A, § 11F(c), including that it is fueled by a renewable source such as the sun and wind, began operating after 1997, and is located in, or delivers power to, New England.

Plan – means the Town’s municipal aggregation plan

Program – means the Maynard Power Choice program.

Town – means the Town of Maynard.

III. Procedural Requirements

A. Initiation of the Process

The Town voted to initiate the process of municipal aggregation at its Town Meeting on May 21, 2012. A copy of the Town Meeting vote is provided as Attachment III.A.

B. Consultation with the Department of Energy Resources

The Town consulted with DOER on [Month, Day, Year]. DOER’s consultation letter is provided as Attachment III.B.

C. Public Review

The Town made its proposed Plan available for review from [begin date to end date], a period of [XX] calendar days, pursuant to G.L. c. 164 § 134(a) and Guidelines, § III.C. Table III.C, below, identifies the methods by which the Town provided the public with access to the proposed Plan.

Table III.C – Public Review of Plan

Plan Locations	Format	Accommodation for hard-to-reach/ EJ populations
Municipal Website (available through a prominent link)	Electronic	Posted with Language Access Document
Municipal Offices	Hard copy	Accompanied by Language Access Document
Communications vehicle	Description	
Announcement on municipal website	Posting in prominent location on municipal website.	
Announcement on Program website	Posting on homepage of Program website. Machine translation provided.	
Physical postings in municipal buildings	Postings on bulletin boards in Town Hall and the Public Library.	
Town social media accounts	Posts on official Town social media accounts, including: Facebook (facebook.com/MaynardMass).	
Cable access channel	Announcements sent to the Town’s cable access channel (WAVM).	
Local newspapers	Announcements sent to local newspapers: <i>The Action Unlimited</i> and <i>MetroWest Daily News</i> .	
Municipal departments, boards, and committees	Announcements sent to municipal entities for sharing with their constituents/members: Select Board, Department of Public Works, Master Plan Steering Committee, Affordable Housing Trust Board, Council on Aging, and Sustainability Committee.	
Community organizations	Announcements sent to community organizations with a request that they publicize the announcement to their constituents:	

Plan Locations	Format	Accommodation for hard-to-reach/ EJ populations
		<u>Sustainability organizations</u> such as Green Maynard <u>Faith-based organizations</u> such as St. Bridget’s Church and Holy Annunciation Orthodox Church <u>Organizations supporting vulnerable community members</u> such as Open Table Food Pantry, Maynard Food Pantry, and English At Large Maynard
Public presentations		Held via Zoom or in municipal buildings.

IV. Substantive Requirements

A. Universal Access

All Electric Distribution Company customers located in the town will have access to the Program. Auto-Enrollment-Eligible Customers will be enrolled automatically unless they opt out. Customers that are not automatically enrolled may join the Program by contacting Program customer support or the Competitive Supplier. All customers will have the right to leave the Program and return to the Electric Distribution Company’s Basic Service at any time with no penalty or fee.

B. Reliability

The Town will procure electricity supply only from a Competitive Supplier licensed by the Department. The ESA will obligate the Competitive Supplier to provide all-requirements power supply at fixed prices, make all necessary arrangements for power supply, and use proper standards of management and operations. In addition, the Town has retained the services of a consultant that has experience with municipal aggregation programs and is a licensed electricity broker.

C. Equitable Treatment of all Customer Classes

The Program provides equitable treatment of all customer classes. Equitable treatment does not mean that all customers must be treated equally, but rather that similarly-situated customers must be treated equitably.

Customer treatment may vary as follows:

- Prices, terms, and conditions will vary by product.
- The Town may solicit price bids by customer class and prices may differ accordingly.
- Medium/Large commercial and industrial customers that join the Program after Program initiation may be charged a market-based price rather than the contract price. Such differential treatment is equitable because these customers have more choices in the marketplace and impose greater costs on the Program when they join after Program launch.
- Customers that previously opted out and later wish to enroll in the Program may be offered a market-based price. This differential treatment is equitable because those customers previously made a choice not to participate in the program and as a result their load was no longer accounted for by the Competitive Supplier.

V. Plan Elements

A. Organizational Structure of the Program

The following entities will perform the core functions of the Program.

Table V.A – Organizational Structure

Core Function	Municipality	Consultant	Competitive Supplier
Representative or agent for the Municipality before the Department		✓	
Liaison with DOER		✓	
Liaison with EDC(s)		✓	
Education and outreach		✓	
Procurement of supply		✓	
Product definition / selection	✓		
Rate setting	✓		
Customer enrollment			✓
Customer notifications		✓	
Ongoing Program information		✓	
Customer inquiries and questions		✓	
Annual reports		✓	
Program termination	✓		

Customers with questions or complaints can contact the following:

- Program customer support at 1-844-202-6266.
- Support@MaynardPowerChoice.com or submit a form at MaynardChoice.com.
- The Town Administrator at 978-897-1302.
- The Competitive Supplier (number to be provided when the supplier is selected)

B. Program Operations

1. Method of Entering and Terminating Agreements with Other Entities/Procurement of Supply

The Town anticipates procuring electricity supply for the Program as follows:

Table V.B.1 – Procurement of Supply

Procurement Steps	Expected Timeline (Days following the Department’s Order)
Issue RFQs/RFPs	Day 30
Evaluation/Selection of Bids	Day 60
Negotiating/Executing Contracts	Day 60

The Town will update this table upon Department approval of the Plan, as provided in § VI.A.2.

2. Rate Setting/Other Funding Sources/Other Costs to Participants

Table V.B.2 lists the expected components of the product charges.

Table V.B.2. Rate Setting

		Maynard Standard	Maynard 100% Green	Maynard Basic
Rate Components (\$/kWh)				
Supply/Renewable Energy Costs				
Adders	Consultant			
	Operational			
Total				

The actual prices will be established after Plan approval when the Town conducts a competitive procurement for electricity supply. The Town will then update the information in this table, as provided in § V.B.6.

As indicated in Table V.B.2, the Town expects to include an Operational Adder, a charge to cover the operational costs of the Program such as the cost of Town staff. The Town will make a final decision whether to collect the adder and the adder amount after receiving price bids for electricity supply and in consideration of cost and the value to be created through the use of the adder.

The funds collected through any rate component will be used only for the benefit of the Program.

The Town does not anticipate any additional funding sources or any costs to participants other than those listed above.

The Program affects only customers’ electricity supply charges. Delivery charges will be unchanged and will continue to be charged by the Electric Distribution Company. Also, low-income discounts provided by the Electric Distribution Company will continue to be applied.

Participants will continue to receive one bill through the Electric Distribution Company with both the supply and delivery charges. Required taxes will be included as part of the electricity supply charge.

Customers may request exemptions from the collection of any tax by providing appropriate documentation to the Competitive Supplier.

3. Renewable Energy Content

Table V.B.3 lists the renewable energy content components of the products.

Table V.B.3. Renewable Energy Content

		Maynard Standard	Maynard 100% Green	Maynard Basic
Voluntary	RPS Class I			N/A
	Other			N/A
Required	RPS Class I			
	Other			
Total				

Maynard Standard and Maynard 100% Green will include voluntary renewable energy content beyond the state-required minimum. Maynard Basic will include only the state-required minimum.

The amount of voluntary renewable energy content in Maynard Standard and Maynard Basic will be established by the Town after conducting a competitive procurement for electricity supply, and in consideration of cost and environmental benefit.

The Town will then update the information in this table as provided in § V.B.6.

4. Customer Enrollment

a) Initial Enrollment

Auto-Enrollment-Eligible Customers will be automatically enrolled if they do not opt out.

Prior to enrollment, the Town will mail an Opt-Out Notification to all Auto-Enrollment-Eligible Customers informing them that they will be automatically enrolled in the program unless they opt out. The Town will provide customers with at least 30 calendar days (plus six to account for mailing) to opt out of the Program.

Auto-Enrollment-Eligible Customers will be enrolled in the default product, Maynard Standard, unless they choose an optional product.

b) Ongoing Enrollment

Following the initial opt-out period, the Town will periodically ask the Electric Distribution Company to identify any new Auto-Enrollment-Eligible Customers, and the Town will then conduct the same automatic enrollment process for those customers.

Customers may voluntarily enroll in the Program, or change between products, by any of the following: 1) calling the Program’s toll-free number; 2) submitting a form on the Program website; 3) calling the

Competitive Supplier's toll-free number. While all customers may voluntarily enroll in the Program, certain customer will receive market pricing, as described in § II.C., Equitable Treatment.

c) Product Enrollment

At the commencement of new price/product terms, Participants will continue to be enrolled in the Program, and will continue to receive their current product, subject to the new price and term, unless the Participant informs the Town otherwise.

A Participant enrolled in an opt-in product that is not being continued must select one of the other products being offered. If the participant does not make a selection, the participant will be enrolled in the default product.

5. Customer Notifications

a) Opt-Out Notice

Attachment V.B.5.a includes a representative form of the Town's Opt-Out Notification to be sent to customers prior to automatic enrollment. The Opt-Out Notification explains that customers will be automatically enrolled unless they opt out, describes the methods of opting out, and provides the opt-out deadline. It also provides information about (1) the Program's default product to which Participants will be automatically enrolled (price, term and renewable/clean energy content); (2) other Program products that are available to the customer (price, term and renewable/clean energy content), and (3) the actions that a customer must take to select an alternate product.

The Town will (1) send Opt-Out Notices in a clearly marked municipal envelope that identifies that it contains important information regarding participation; and (2) includes a self-addressed, postage-paid envelope for the Opt-Out Reply Card.

b) Notification of Product Change

At least 30 days prior to a change in the price or renewable/clean energy content of Program products, the Town will notify Program participants of the change. The notification will identify the existing and new price, term, and renewable/clean energy content, and inform participants that they should contact the Town if they no longer seek to purchase their existing product.

The notification will also inform Program participants that additional information is available on the Program website.

c) Other Notifications

The Town may send information and educational materials regarding the Program to each electric customer within the Town, including customers that are not eligible for automatic enrollment.

6. Ongoing Program Information

The Town will update product rates and renewable energy content, as shown in Table V.B.6, below, on the Program website.

Table V.B.6. Ongoing Product Information

		Maynard Standard	Maynard 100% Green	Maynard Basic
Rate Components (\$/kWh)				
Supply/Renewable Energy Costs				
Adders	Consultant			
	Operational			
Total				
Renewable Energy Content				
Voluntary	RPS Class I			
	Other			
Required	RPS Class I			
	Other			
Total				
Competitive Supplier Name				
Effective Dates				

The Town will make the following additional Program information available on an ongoing basis through the Program website:

- Program documents (e.g., Plan, customer notifications, press releases, Department Orders, etc.)
- Other Program and related information (e.g., descriptions about the Program, consumer choice, continuing role of the utility, etc.)

Table V.D.6(a) below identifies the methods by which the Town will provide the public with access to ongoing program information, both the general public and those members of the public who are hard to reach, have limited English proficiency, require audial or visual assistance, may not routinely access the municipality’s website, and/or reside in Environmental Justice populations (as defined by the Massachusetts Executive Office of Energy and Environmental Affairs).

Table V.D.6(a). Methods of Communicating Program Information

Communications vehicle	Description
Municipal website	Summary Program information plus a link to the Program website
Program website	Detailed Program information. Machine translation available on the website.
Customer support by telephone and email	Live customer support specialists available to answer customer questions and provide additional information. On-demand phone interpreting in 200 languages.
Direct mail notice to customers	<p><u>Opt-Out Notification</u> will be sent to all customers prior to automatic enrollment</p> <p><u>Product Change Notification</u> will be sent to all Program Participants prior to a product or price change.</p> <p>Both documents will be accompanied by the Language Access Document.</p>
Physical postings in municipal buildings	Postings on bulletin boards in Town Hall and the Public Library.
Town social media accounts	Posts on official Town social media accounts, including: Facebook (facebook.com/MaynardMass)
Cable access channel	Announcements sent to the Town’s cable access channel (WAVM).
Local newspapers	Announcements sent to local newspapers: <i>The Action Unlimited</i> and <i>MetroWest Daily News</i> .
Municipal departments, boards, and committees	Announcements sent to municipal entities for sharing with their constituents/members: Select Board, Department of Public Works, Master Plan Steering Committee, Affordable Housing Trust Board, Council on Aging, and Sustainability Committee
Community organizations	<p>Announcements sent to community organizations with a request that they publicize the announcement to their constituents:</p> <p><u>Sustainability organizations</u> such as Green Maynard</p> <p><u>Faith-based organizations</u> such as St. Bridget’s Church and Holy Annunciation Orthodox Church</p> <p><u>Organizations supporting vulnerable community members</u> such as Open Table Food Pantry, Maynard Food Pantry, and English At Large Maynard</p>

The Town will report annually on how it used each method identified to provide public access to ongoing program information during the previous year. This information will be posted on the Program website.

7. Annual Program Information

Annually, the Town will provide the following Program information, to be available on the Program website:

- Product information for the previous year, in the format of Table V.B.6

- Supply procurement activities during the previous year, in the format of Table V.B.1
- Examples of all customer notifications sent the previous year
- Organization structure and customer service contact information for the previous year, in the format of Table V.A.
- A description of the tasks and services funded through each adder during the previous year
- Program participation information as shown in Table V.B.7, below

Table V.B.7. Program Participation

Customer Class	Maynard Standard		Maynard 100% Green		Maynard Basic	
	Participants	kWh	Participants	kWh	Participants	kWh
Residential						
Low-Income						
Small C&I						
Large C&I						
Total						

8. Termination of the Program

The Town will take all reasonable actions to ensure a continuous supply of electricity to Program participants. However, the Program could be terminated upon the termination or expiration of the supply contract without any extension, renewal, or negotiation of a subsequent supply contract.

In the event of termination, the Competitive Supplier will return customers to the Electric Distribution Company’s Basic Service unless the customers choose an alternative competitive supplier.

In order to minimize the chances of termination, the Town will solicit bids for a new electricity supply no later than 90 days before the end date of each supply contract.

The Town will notify the Electric Distribution Company at least 90 days prior to a planned termination of the Program.

At least 30 days before termination, the Town will:

- Remind the Competitive Supplier for the Program that it bears the responsibility of returning customers to Basic Service by a specified date;
- Send a notice to the Department service list for the docket that approved the Program;
- Notify Program participants by issuing a media release and posting a notice on the Town website and Program website, and through posts on the Town’s social media accounts. In addition, Program participants will receive notice of a supplier change on their bill from the Electric Distribution Company.

In the event of Program termination, the Town will not initiate a new municipal aggregation process for a minimum of two years from the date of termination. After that date, if the Town seeks to file a new Plan for Department approval, the Plan will fully describe the circumstances that led to termination, and the steps the Town has taken to protect against a second termination.

C. Product Information

Initially, the Town intends to offer the following three products:

1. **Maynard Standard** will be the standard/default product. It will have a higher renewable energy content than utility Basic Service.
2. **Maynard 100% Green** will be an optional product. It will include 100% renewable energy.
3. **Maynard Basic** will be an optional product. It will have no additional renewable energy above the state minimum requirement. The Town will offer an optional product such as Maynard Basic whenever the standard/default product contains additional renewable energy above the state minimum requirement.

Renewable energy above the state minimum will be added through the purchase of additional “RECs”. The additional RECs may be Massachusetts Class I RECs, other types of RECs, or a combination.

The Town will conduct a competitive procurement and establish price and product make-ups (REC percentages) after it receives price offers from suppliers.

D. Rights and Responsibilities of Program Participants

Program participants may: (1) select any of the supply products offered to their applicable customer class or subclass, (2) switch from one supply product to another by contacting the Town, and (3) leave the Program at any time by contacting the Town or the Electric Distribution Company.

Consistent with the recommended practices set forth in the Guidelines, Section V.D., the Town will allow Participants to leave the Program at any time without penalty.

VI. Program Events or Changes

A. Notifications

1. Plan Filing

The Town will provide written notice to the Electric Distribution Company 1) upon submitting its proposed Plan to DOER for consultation, 2) upon filing its initial Plan with the Department, and 3) upon receiving a Department order approving its Plan.

2. Program Launch

Following Department approval of the Plan and prior to Program service initiation, the Town will provide written notice to the Department and to the Electric Distribution Company upon execution of an agreement with a Competitive Supplier, but in no case less than 60 calendar days prior to enrollment of any customers in the Program.

Within fourteen days of Department approval of its Plan, the Town will provide updated expected timelines for the procurement of supply to the Department, the Electric Distribution Company, and

interested stakeholder in the format shown in Table VI.A.2, below. The Town will submit such updates monthly until initial enrollment is complete.

Table VI.A.2 – Program Launch

Procurement Steps	Expected Timeline
Issue RFQs/RFPs	
Evaluation/Selection of Bids	
Negotiating/Executing Contracts	

B. Plan Changes

The Town will allow at least 30 calendar days for public review of any proposed changes to its Department-approved Plan. Provided that the proposed revisions are consistent with the Guidelines, the Town will submit the revised Plan to the Department for informational purposes and make the Plan accessible to the public.