

Minutes  
Millis Energy Committee  
January 4, 2016  
900 Main St., Room 206  
Millis, MA 02054 6:30 PM

Attending:

Craig Gibbons, Kathleen Streck, Tim Farrar, Robert Weiss (Town Energy Manager)  
John O'Rourke (Good Energy)

Mr. Gibbons called the meeting to order at 6:40 PM. Mr. Gibbons captured meeting minutes.

**New Business**

John O'Rourke, of Good Energy, presented how his organization supports communities that would like to consider and/or pursue a Community Energy Aggregation (CEA) program for residents and businesses. Good Energy materials have been included as part of these meeting minutes. John also shared additional sources of information if we had questions after the meeting.

A CEA program would help stabilize energy pricing for people that do not already have more favorable rate agreements with suppliers. In addition, a portion of the energy would be derived from renewable sources of energy. The committee felt that the program could be beneficial to a number of Millis residents and businesses and were in unanimous agreement that next steps should be taken to further a CEA investigation for Millis. Mr. Weiss agreed to prepare additional information and review procedures on behalf of the committee.

**Old Business**

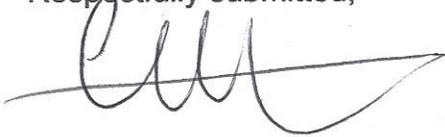
Mr. Weiss provided a grant status for the Green Community program. As part of the granting process, Millis would need to identify the projects that would be pursued with the Green Community grant money (~152K). Mr. Weiss shared a list of prospective projects and the community reviewed them to determine items that would provide the greatest reduction in British Thermal Units (BTUs). As a Green Community we have a commitment to reduce the Town of Millis's energy consumption by 20% over a 5-year period. Mr. Weiss took the committees recommendation under advisement and planned to review with DOER representatives.

There were no prior meeting minutes circulated for review.

Mr. Farrar made a motion to adjourn. Mrs. Streck seconded. Vote 3-0 in favor. The Meeting adjourned at 8:52 PM.

The next meeting of the Committee will be March 7th at 6:30 PM pending scheduling conflicts.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'C. Gibbons', with a long horizontal flourish extending to the right.

Craig M. Gibbons



**Energy Committees  
Towns of Millis & Medway**

**Community Electricity Aggregation  
January 4, 2016**

**Municipal aggregation is authorized by MGL Chapter 164,  
Section 134(a)**

1. Starts with a vote of the residents at Town Meeting
2. This vote does not commit the Town or Board of Selectmen to anything; it simply starts the process
3. Once a municipal aggregation is implemented, anyone can opt-out at any time without any penalty or termination fee

## Purposes of Municipal or Community Electricity Aggregation

1. Increase competitive choice for residents and businesses
2. Stabilize electric rates for longer terms
3. Reduce electric rates  
*ex. 5¢, 10¢, etc.*
4. Offer more renewable energy options



## **Why chose Good Energy as your aggregation consultant**

1. National leader in municipal electricity aggregation
2. Massachusetts leader in municipal electricity aggregation
3. Large professional, analytical and administrative staff
4. Recognized leader in industry best practices
5. Excellent relationship with DOER and DPU
6. Perform all major aggregation functions in-house from local offices

## **Develops of the Aggregation Plan**

1. The Good Energy staff develops the aggregation plan with the approval of the BOS and makes it available for public review and comment
2. The Good Energy staff guides the aggregation plan through a consultation process conducted by the Department of Energy Resources (DOER) and a very strict and comprehensive approval process conducted by the Department of Public Utilities (DPU).

## **Conducts public awareness and education campaign**

1. DPU is very concerned that the residents and businesses understand the aggregation process and their options
2. Good Energy produces very comprehensive public outreach and education programs with an in-house marketing and communications staff
3. The Good Energy staff produces multimedia communications in multiple languages to ensure that residents and businesses are fully informed about the aggregation process

## **Offers more renewable energy options**

1. Good Energy has a relationship with the Mass Energy Consumers Alliance, the leader in the Commonwealth for sourcing MA Class I Renewable Energy Certificates (RECs), and other providers of MA Class I RECs
2. Good Energy received the 2015 Energy Leadership Award for Green Energy for developing a green aggregation model
3. Good Energy will provide whatever percentage of green energy a client requires.

## **Conducts the competitive supplier bid**

1. Good Energy maintains good relationships with all of the major, national electricity suppliers.
2. Good Energy conducts a very competitive bid to get the best price and terms for you
3. We work for you; we sit on your side of the table; we only do well if you do well
4. Our objective is to develop long term client relationships

## **Monitors and manages the aggregation**

1. Good Energy monitors the aggregation and maintains an information website for residents and businesses
2. Good Energy does all required reporting to DOER and to the Board of Selectmen
3. Good Energy manages the aggregation move-ins and move-outs on a monthly basis
4. Good Energy maintains an 800 number for customer inquiries

## **Service is still provided by the Local Utility**

1. The local utility is responsible for transmission and delivery of electricity and servicing the infrastructure
2. All service issues and problems are handled by the local utility
3. Customers still receive one bill; the only difference is the name of the supplier
4. All discount programs provided by the local utility remain in place.

## **No cost to the Town**

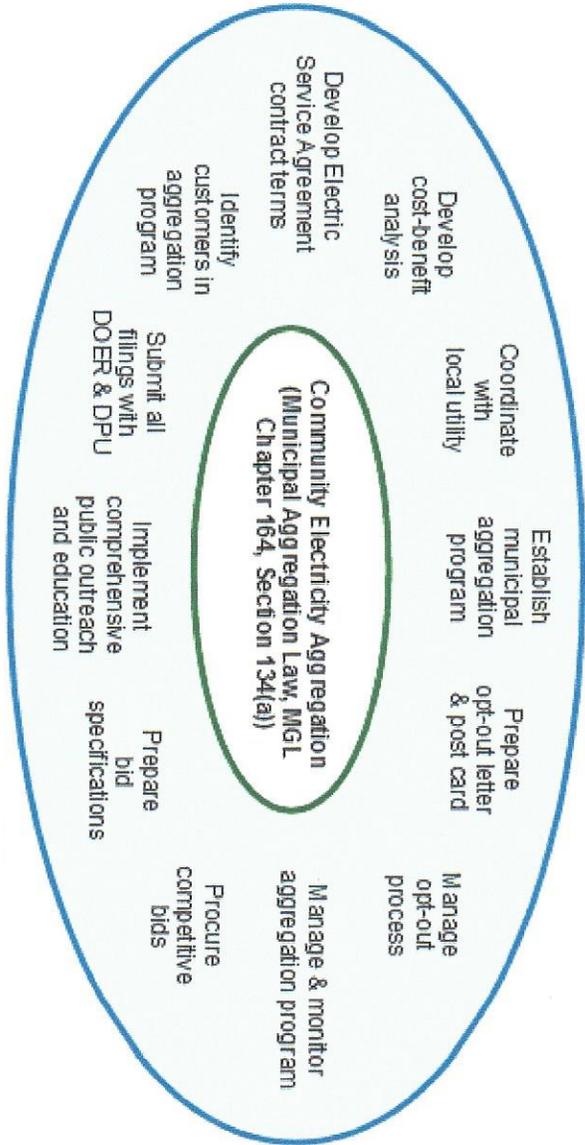
1. There is no out of pocket cost for the Town
2. The Board of Selectmen and the Town Administrator provide minimal decision-making time to the process
3. The Good Energy staff does all of the grunt work and heavy lifting
4. Good Energy is paid by the Competitive Supplier at the rate of 1/10 of a penny per kWh and does not get paid until we produce for you.

# GoodEnergy

A Smarter Way to Buy Energy

No cost to municipality      Increase local economic stimulus      Minimum municipal staff administrative time      Minimum Town/City Council or Board of Selectmen decision-making time      Provide more renewable energy options      Integrate electricity aggregation with other energy programs

## MUNICIPAL OFFICIALS



## RESIDENTS & BUSINESSES

Gain more competitive choice      Obtain price stability for longer terms      Save money with lower electricity rates      Receive electric distribution, service and single bill from local utility      Opt-out at anytime with no termination fee      Increase renewable energy options      Protect against unscrupulous marketers

# GoodEnergy

# GoodEnergy

A Smarter Way to Buy Energy

John P. O'Rourke  
Director of Marketing Northeast

# GoodEnergy

'A Smarter Way to Buy Energy'



MASS.GOODENERGY.COM  
155 MATTHEWS ROAD  
CONWAY, MA 01341  
413.548.0999  
FAX: 617.830.0832  
JOHN.OROURKE@GOODENERGY.COM

### Community Energy Aggregation

Good Energy specializes in combining communities to maximize buying power while still allowing each community to maintain its autonomy and decide the composition and amount of renewable energy in their program.

By combining strategic bulk purchasing with the most competitive bidding practices you can:

- Benefit from the same purchasing power as the largest national commercial/industrial customers
- Save your residents and businesses money
- Provide long-term budget certainty
- Access local renewable energy (optional) at a bulk purchase rate
- Advantageous contract terms
- Continue to receive a single bill from Eversource/National Grid
- Continue to contact Eversource/National Grid with any service issues
- Opt out at any time, no early termination fees

#### **STEPS:**

##### **Town Meeting**

- Approve article at Town Meeting
- Develop plan ahead of Town meeting so plan can be submitted for regulatory approval immediately following Town Meeting

##### **Regulatory Approval – DOER/DPU**

- Development of the aggregation plan with Community officials.
- Aggregation plan compliance with Massachusetts Law and Department of Public Utilities (DPU) orders
- Consultation meetings with the Department of Energy Resources (DOER)
- Representing Communities at the DPU public hearing.
- Representing Communities at the DPU procedural conference with the Local Distribution Company and the Attorney General.
- Good Energy handles the entire process from creating the aggregation plan submission and approval process
- Prior to Good Energy's submission of 24 aggregation plans in July 2015, DPU approval averaged **9-18** months
- Our 24 plans were approved on average in **2.5** months.

##### **Education and Public Outreach**

- Assistance at Town Meetings and Town / Council Meetings/ Public Hearings.

- Development of public education plan *with Community officials* to address the following:
  - Identification of all outreach needs, tailored to individual communities (see samples)
  - Public forums
  - Media outreach and planning, TV, radio and print, understanding local relationships.
  - Social media strategy, Facebook, Twitter.
  - Cable access
  - Website planning – Visit **WWW.MASSCEA.COM** as an example
  - FAQ Flyer distribution, palm cards.
  - Plan and book schedule of events for community groups.
  - Meetings with chambers of commerce, business and service organizations.
- Launch of integrated public outreach and education campaign 6 weeks before opt-out period.
- Good Energy will always use local resources for public outreach wherever possible.

SOURCE: Good Energy



November 19, 2015 09:35 ET

## Good Energy Incorporates Local Renewable Energy Into Communities via Innovative "Farmers' Market" Approach

### Melrose and Dedham to Receive 5% of MA Class 1 RECs

NEW YORK, NY and BOSTON, MA--(Marketwired - Nov 19, 2015) - Good Energy, the industry leading consultant in Community Electricity Aggregation (CEA), announced today that in conjunction with Massachusetts Energy Consumers Alliance, a local non-profit organization, the company has succeeded in incorporating additional local renewable energy into the Community Electricity Aggregation programs for Melrose and Dedham.

Across the country, local renewable energy adoption is accelerated when the economics of its procurement align with household budgets. Good Energy continues to break new ground by helping Massachusetts communities lower their electricity costs while supporting local renewable energy.

"Mass Energy is pleased to work with Good Energy on a model that brings local renewable resources to the City of Melrose and the Town of Dedham, we hope to provide these resources to other interested communities who follow suit," said Larry Chretien, Executive Director of the Mass Energy Consumers Alliance. "In light of climate change, we all realize the need for renewable resources to reduce our overdependence on fossil fuels."

Good Energy worked closely with Mass Energy to pioneer this new approach to Community Electricity Aggregation and incorporated the commitment to use Mass Energy's locally sourced Renewable Energy Certificates (RECs) into the municipal aggregation plans that were filed with and approved by the Department of Public Utilities.

As a result, all the enrolled households and businesses in Melrose and Dedham's CEA programs will experience savings when compared to published winter rates as well as receive 5% of MA Class 1 RECs -- in addition to the state-mandated Renewable Portfolio Standard (RPS). Another advantage of Mass Energy's procurement strategy and long-term commitment is that their MA Class 1 RECs are priced 25% lower than current market rates.

"As the Community Electricity Aggregation consultant for Melrose and Dedham, we worked with the Mass Energy Consumers Alliance because they represented the best chance to leverage aggregation to stimulate demand for local renewable energy projects in the region," said Philip Carr, Director, New England Energy Sales, Good Energy. "What's unique about this approach is that with Community Electricity Aggregation, we can now bring local renewable energy into individual households at an affordable rate. It's revolutionary!"

Today's news follows the November 10<sup>th</sup> announcement that Good Energy and the Southeastern Regional Planning and Economic Development District (SRPEDD), assisted 23 southeastern Massachusetts community leaders organize to launch a regional Community Electricity Aggregation program that will significantly reduce electricity rates this winter through a bulk purchasing contract. Beginning in January 2016, the rate per kWh for electricity supply will be fixed for 24 months at \$0.0949/kWh. This procurement is forecast to save 200,000 households and businesses \$15 million when compared to current published winter utility rates behind Eversource and National Grid.

"What was really striking about Good Energy's approach was that all of the participating cities and towns could leverage their combined buying power and purchase at one time, while retaining their

individual autonomy," said Ross Perry, Municipal Management director for SRPEDD. "Good Energy helped ensure that all individual communities received approval from the Department of Public Utilities (DPU) in record time."

This accomplishment positions Good Energy as the largest CEA consultant in the Massachusetts market. "We developed this approach in the mid-west where we have over 150 client communities, and were confident that we could bring the methodology to the Commonwealth," Carr concluded.

**About Good Energy**

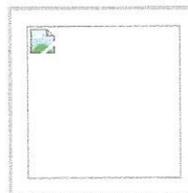
Good Energy is the national leader in structuring and implementing Community Electricity Aggregation programs. Good Energy now serves more communities and residents than any other single energy consultant in the nation. Good Energy has pioneered a community-centric buying approach that has achieved well over a hundred million dollars in savings to households and businesses throughout the nation. Learn more about Good Energy at [www.goodenergy.com](http://www.goodenergy.com) and follow us on twitter @GoodEnergyUS.

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## Contact Information

For more information, contact:

Jackie Abramian  
BridgeView Marketing (for Good Energy, Inc.)  
603-570-7533  
[Jackie@bridgeviewmarketing.com](mailto:Jackie@bridgeviewmarketing.com)  
Twitter: @GoodEnergyUS



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