

Public Outreach and Education Plan

1. PURPOSE

As part of a municipal aggregation plan and in accordance with G.L. Chapter 164, Section 134(a) a public outreach and education plan is required to fully inform and educate potential consumers and participants in advance of automatic enrollment in the municipal aggregation. Consumers, including consumers with limited English language proficiency, must be informed that they would be automatically enrolled in the aggregation and that they would have the right to opt-out of the aggregation program without penalty.

The Public Outreach and Education Plan (Education Plan) component of the Community Electricity Aggregation Program (Program) has two parts. The general public outreach and education effort conducted by Good Energy will provide information to eligible consumers through electronic and print channels, public presentations and personal communications. The direct mail notification to eligible consumers will include a letter of explanation of the benefits and rights of participating in the aggregation and will contain information regarding consumer participation and rights. This letter will prominently state all charges and disclose the Basic Service rate, how to access it and that it is available to them without penalty.

In Town of Westford, D.P.U. 15-115, pp. 10-11 (2015), the Department found that the education component of the Town's Plan, which informed customers of their right to opt out and provided other pertinent information about the Program through newspapers, public and cable television, public meetings, electronic communication, a toll-free customer service line, and a direct mail component including the opt-out notification, satisfied the statutory requirements of G.L. c. 164, section 134(a). The Public Outreach and Education Plan of the Municipality closely resembles the Education Plan of the Town of Westford.

The purpose of the Public Outreach and Education Plan is to raise awareness and provide eligible consumers with information concerning their opportunities, options and rights for participation in the aggregation.

The Public Outreach and Education Plan consists of two parts:

- a) General Education: This will be conducted through electronic and print channels, public presentations and personal communications to inform eligible consumers about the aggregation.
- b) Direct Mail Notification: This will be mailed out to eligible consumers will include a letter of explanation of the benefits and rights of participating in the aggregation and will contain information regarding consumer participation and rights.

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This letter will be made available in other languages where appropriate and will prominently state all charges and disclose the current Basic Service rate, how to access it and that it is available to them without penalty.

The general education component will provide a wide-ranging public outreach for the direct mail notification, increasing public awareness of the mailing and its purpose and providing reinforcement of important information.

1.1 GENERAL EDUCATION

The general education will provide a description of the Program for eligible consumers. It will consist of a public relations effort, advertising outreach, public presentations and electronic information sources (i.e. toll-free telephone number, websites, etc.). The general education will provide specific information about the Program and maximize the impact of the direct mail notification that will create an environment of public awareness.

1.1.1 Press Conference

The initial launch of the Program will be a media event featuring representatives from the Municipality, its Competitive Supplier, and Good Energy. This event will be designed to create an understanding of the Program as a whole including consumer rights and benefits. Representatives from local and regional print and broadcast sources will be invited to attend.

A press kit will be assembled to introduce the Program. Materials may include:

- a) news releases;
- b) background information;
- c) deregulation and choice information; and
- d) frequently asked questions.

1.1.2 Media Outreach

Following the launch of the Program, media outreach will continue through local cable television shows, newspapers and Internet sources to provide greater public education and to describe the Program, the opt-out process and the toll-free telephone number. Outreach will include public service announcements (PSAs), scheduling interviews of Program spokespersons with local media outlets and securing a positive media presence.

A series of news releases will be distributed to achieve the aforementioned goals.

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Follow-up news releases will update the media on the status of the progress of the Program. A sample of available media outlets is contained in Exhibit A.

1.1.3 Notices and Public Postings

Notices in newspapers and in Municipal Offices describing the Program, the opt-out process and the toll-free telephone number will further reinforce the Program's details. Postings will be placed in public buildings (i.e. library, Senior Center, etc.), which will create the necessary repetition of messages required to motivate consumer action and build awareness and understanding.

1.1.4 Customer Service Center

Good Energy will maintain a toll-free telephone number to address eligible consumer's questions regarding the Program, deregulation, the opt-out process, price information and other issues eligible consumers may raise.

1.1.5 Website

All information regarding the Program will be posted on the website of Good Energy, which is linked to the website of the Municipality. The Good Energy website will have links to the website of the Local Distribution Company, the Massachusetts Department of Energy Resources (DOER), the Massachusetts Department of Public Utilities (DPU), and the Competitive Supplier.

1.1.6 Public Presentations

Good Energy will provide presentations to municipal officials and to any interested community group.

1.2 DIRECT MAIL NOTIFICATION

1.2.1 Opt-Out

The opt-out notification will be sent via standard mail to the billing address of each eligible consumer on Basic Service. The notification envelope will be clearly marked as containing time sensitive information related to the Program. The notification will contain a letter describing the Program.

The letter will inform eligible consumers:

- a) about the Program and provide information regarding participation and rights;

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- b) that they have the right to opt-out of the aggregation without penalty;
- c) of all charges, prominently stated, with a comparison of price and primary terms of the Competitive Supplier and the current Basic Service offering;
- d) that any savings under the Program compared to Basic Service cannot be guaranteed because the Basic Service rate is subject to changes
- d) about the opt-out process; and
- e) in languages other than English for appropriate consumer groups. (i.e. toll-free telephone number).

The opt-out notification will also contain a card with a simple check off and signature line for eligible consumers who do not wish to participate. Eligible consumers will have 30 days from the date of the mailing to return the opt-out card in a preaddressed postage-paid envelope. New eligible consumers will be enrolled in the Program in accordance with applicable Local Distributor Company rules. Upon initiation of service, these new eligible consumers will receive the same opt-out information as all other eligible consumers.

Examples of a draft opt-out notification letter and the opt-out card are included as Exhibits A and B to the Aggregation Plan. A copy of the initial opt-out notification will be filed with the Director of the Department's Consumer Division prior to the start of the opt-out period.

2 TIMELINE

The schedule below assumes timely preparation of mailing lists as well as space and time availability in the media. Meetings and public presentations will be scheduled upon mutually agreeable schedules. On-going education will continue beyond the period outlined below through the media and the toll-free telephone number.

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DAY	ACTION OR EVENT
1	Press conference to announce the Program and introduce the Competitive Supplier
1	Customer service center opens (toll-free telephone number)
1	Press release on direct mail notification and the customer service center
1	Program information posted on appropriate websites: Good Energy, Municipality, and Competitive Supplier
1-7	Postings placed in public buildings
1-40	Public presentations to inform community groups about the Program and consumer rights
10	Direct mail notification sent to each eligible consumer
12-30	Display ads in newspapers describing the Program, the opt-out process and providing the toll-free telephone number
14	Local cable television show describing the Program, the opt-out process and providing the toll-free telephone number
16	Public Service Announcements describing the Program, the opt-out process and providing the toll-free telephone number
40	Deadline reached for eligible consumers to return the opt-out card
40+	Public outreach and education continues through the media, the toll-free telephone number and individual opt-out mailings to new eligible consumers
90+	Follow-up news releases to summarize the status of the Program

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Exhibit A

Sample of Available Media Outlets

Newspapers

Sudbury Town Crier, Metrowest Daily News, Boston Globe, Boston Herald

Radio

WEEI (850 AM, BOSTON, MA); WBNW (1120 AM, CONCORD, MA); WBZ (1030 AM, BOSTON, MA); WYAJ (97.7 FM, SUDBURY , MA); WUMG (91.7 FM, STOW, MA);WBUR (88.9 FM. BOSTON, MA); WBMX (98.5 FM, BOSTON, MA); WBZ (98,5 FM, BOSTON, MA)

Television

WCVB-TV (Channel 5; BOSTON, MA), WGBH-TV (Channel 2; BOSTON, MA), WHDH-TV (Channel 7; BOSTON, MA); SUDBURY TV (Channel 8, Verizon).