

Community Choice Aggregation Meeting

May 15, 2019

6:30 PM

Board of Selectman Room, Town Hall

Meeting Minutes

- I. Meeting was Called to Order at 6:32 PM.
 - a. All CCA Committee Members, except Gerry Kelly, were present when the Meeting was Called to Order by Lisa Bertola
 - b. Gerry arrived at 6:55 PM
- II. May 1st Meeting Minutes were approved by all present
- III. Pre-Broker Presentation Discussions:
 - a. Lisa B. shared some of her discussion with Jim Boudreau. Of particular importance was Jim's clarification that if the Committee decided not to move forward with Good Energy, we would have to go through the RFP process for a broker.
 - b. Tonight's Goal: vote on Good Energy or RFP Process
- IV. Presentation by Paul Gromer and Marlena Patten from Peregrine, and Joe Shortsleeve from Baystate Consultants, began at 6:45 PM
 - a. CCA for Scituate would be a result of a joint venture of these two firms.
 - b. They provide Aggregation in MA exclusively.
 - c. Currently have more than 800 energy contracts.
 - d. Strong focus on municipal aggregation.
 - e. Differentiator is developing customized programs.
 - f. Aggregation takes about 14 months (from today to the point of program launch).
 - g. Customer Care is their priority.
 - h. All communication is Town branded.
 - i. They would manage the CCA website.
 - j. Pricing:
 - i. Aggregation provides customers with a consistent rate.
 - ii. A goal will be to provide a price that is lower than National Grid's average Basic Service rate over the course of the year.
 1. Savings relative to Basic Service can be used to fund Green initiatives.
 2. Typically, communities sign two-year contracts.

3. There will be no problems with all of Scituate switching to CCA – even though Humarock currently receives energy from Eversource (while the rest of Scituate receives it from National Grid).
4. Communities that sign longer contracts typically receive a lower rate.
5. Peregrine is working with the Town of Newton.
 - a. Newton's Basic Option is 46% above the state requirement of 14% renewable energy. This means their Basic Option includes 60% renewable energy!
 - b. Newton's marketing and CCA plan are dynamic.
 - c. Newton is currently buying more clean energy than all of Peregrine's community aggregations combined.
6. Worcester is including an energy efficiency initiative through their aggregation.
7. Peregrine would work with the Committee during the program development process (menu options, other initiatives, etc.)
- k. Gerry shared that 30% of Scituate's population is age 60 and over.
- l. Paul Gromer emphasized that the aggregation program runs the best in communities where Green Aggregation is an initiative that people care about.
- m. Community Outreach and Education:
 - i. Important to build credibility and trust.
 - ii. All communication should be well branded and clearly identified with Scituate's seal.
 - iii. Attractive, appealing consistent branding is essential.
 - iv. Pre-marketing is important
 1. Share with the residents that we are working on the development of the CCA Program – stay tuned.
 2. Very important because competitors are ramping up their marketing efforts and we do not want residents confused or mislead.
 - v. Recommends door signs and marketing in-paper, on-line and via social media.
 - vi. Peregrine placed emphasis on providing residents with clear communication that places an emphasis on the fact that the program is providing a service to the community.
 1. This is especially important because those who could use the reduced rate and protection from 'bad deals' are those who tend to opt out due to a lack of understanding.
 - vii. Marketing and Communication Budget – the majority of towns accept the budget offered by Peregrine.
- n. Peregrine makes themselves available to answer calls as soon as the contract is signed.
- o. Peregrine's 3 Person Call Center is based in Boston.

V. Presentation by John O'Rourke, Director of Marketing for Good Energy and Larry Kreshan of Green Energy Consumers Alliance

- a. Good Energy is a national company.
- b. They are the CCA leader in MA and the USA.
- c. Good Energy concentrates on both the economic and Green Energy advantages.
- d. Good Energy partnered with Green Energy Consumers Alliance (GECA) because they are the 'gold standard of MA Class I RECs'.
 - i. GECA supports Green Energy initiatives in MA and New England.
- e. Good Energy is currently working with the Town of Rockland. Rockland is in the opt out stage of the process.
- f. Good Energy has found that in the early stages of CCA, 85% of the residents are in. The percentage increases as time goes on.
- g. Good Energy places a great deal of emphasis on the potential savings with CCA.
- h. Good Energy claims that a major strength of theirs is on the procurement side – they are a national company, thus they have a very good relationship with suppliers and 'have their finger on the pulse'.
- i. GECA stated that their mission is to decrease our carbon footprint by replacing fossil fuels with renewable energy and thereby lowering emissions.
- j. GECA owns the vast majority of Massachusetts Class I RECs.
- k. Dedham and Melrose were the first 'Green Energy Consumers' for GECA and Good Energy.
- l. Good Energy's Community Outreach and Education
 - i. All materials and websites are created and managed in-house.
 - ii. They help with public hearings.
 - iii. Stage III of their process is the public education.
 - iv. We would be working with an in-house marketing person.
 - v. They will manage our website, social media, public meetings, and senior center meetings.
- m. Some of the CCA Committee members viewed some of Good Energy's CCA websites.
 - i. All are boiler plate and boring.

VI. Committee Discussion of Broker Presentations

- a. A good discussion ensued amongst the Committee.
- b. **A Motion to choose Good Energy as Scituate's CCA broker** was unanimously passed.

VII. New Business:

- a. Next Meeting was set for June 11th at 7:00 PM.
- b. Next meeting to include John O'Rourke from Good Energy - begin to develop Scituate's aggregation plan and to work on the CCA presentation to the Selectman.

VIII. Adjournment

- a. Motion to Adjourn at 8:59.