

TOWN OF NORTH KINGSTOWN COMMUNITY AGGREGATION PLAN

TABLE OF CONTENTS

I. Overview of the aggregation plan	2
II. Classes of consumers that may participate.	3
II.A. Applicable Classes	3
II.B. Universal Access & Equitable Treatment	3
III. Program Description	4
IV. Program operations.	5
IV.A. Issue an RFP for power supply and select a competitive supplier.	5
IV.B. Implement public education campaign.	6
IV.C. Enroll consumers and provide service	8
V. Program funding.	8
VI. Rate setting and cost allocation among participants.	8
VII. Entering and terminating agreements.	9
VIII. Rights and responsibilities of program participants.	9
IX. Extension or termination of program	10
Attachment 1: Historical Overview - Plan Development	11
Attachment 2: Education & outreach plan detail	14
Attachment 3: Consumer Notification Letter, Reply Card & Envelope	16
Attachment 4: Good Energy Services Agreement	17
Attachment 5: Energy Source Disclosure Label	23
Attachment 6: Template Electricity Services Agreement	24

I. OVERVIEW OF THE AGGREGATION PLAN

The following is the Town of North Kingstown’s (“Municipality”) Community Aggregation Program (“Program”), developed consistent with Section 1.2 of Chapter 39-3 of the RI General Laws. This plan describes the Program’s operations and was created through the following process:

1. Passage of authorizing resolution,
2. Signed agreement with Municipality’s aggregation consultant,
3. Creation of a Draft Plan,
4. Public hearing on Draft Plan,
5. Response to public hearing,
6. Finalization of Plan, and
7. Submission of Final Plan to Public Utilities Commission.

See **Attachment 1** for details on these steps.

The purpose of this aggregation plan is to provide universal access to new electricity supply choices for the Municipality’s residents and businesses. The electric distribution company, Rhode Island Energy, will remain responsible for distribution of electricity, maintaining electricity infrastructure and responding to power outages. This Plan does not obligate the Town to pursue aggregation if conditions are not favorable.

The Program enables the Town to select the characteristics of the electricity supply options, also known as products. The Program will be open to all residents and businesses in Town, and it will offer a standard product and optional products. At launch, all Applicable Consumers¹ will be automatically enrolled in the Program’s standard product unless they exercise their right to opt out or choose an optional product. Once the Program is operational, individual residents and businesses would retain the right 1) to change to an optional product or 2) to opt out of the Program with no penalty and to choose any other electricity supplier or stay with the Last Resort Service supply from the electric distribution company.

Before implementation, the Plan will be reviewed and approved by the Rhode Island Public Utilities Commission (“Commission”). The Commission will ensure that the Program satisfies all statutory requirements. This Plan was developed to demonstrate that the Program of the Municipality satisfies all requirements necessary for the approval of the Commission.

¹ Applicable Consumers shall include consumers of electricity in the Applicable Classes within the geographic boundaries of the municipality who are (1) Last Resort Service consumers; (2) Last Resort Service consumers who have indicated that they do not want their contact information shared with competitive suppliers for marketing purposes; or (3) consumers receiving Last Resort Service plus an optional renewable energy product that allows concurrent enrollment in either Last Resort Service or competitive supply. The following consumers shall be excluded as Applicable Consumers: (1) Last Resort Service consumers who have asked that Rhode Island Energy not enroll them in competitive supply; (2) Last Resort Service consumers enrolled in a green power product program that prohibits switching to a competitive supplier; and (3) consumers receiving competitive supply service.

II. CLASSES OF CONSUMERS THAT MAY PARTICIPATE.

II.A. APPLICABLE CLASSES

The aggregation program will be available for the residential, commercial and industrial classes of electricity consumers as defined by Municipality's electric distribution company, Rhode Island Energy ("Applicable Classes"). The residential class is comprised of the rates A-16, A-60; the commercial class is comprised of rates C-06, G-02, S-05, S-06, S-10 and S-14; and the industrial class is comprised of B-32 and G-32.

II.B. UNIVERSAL ACCESS & EQUITABLE TREATMENT

It will provide universal access to consumers by guaranteeing that all consumers in the Applicable Classes will be included in the Program under equitable terms.

As required by the statute, there shall be equitable treatment of Applicable Classes within the Program. The Program makes four distinctions among groupings of consumers.

First, the Program will distinguish among enrolled Applicable Classes by soliciting separate pricing for each of those classes of electricity consumers as defined by the Municipality's electric distribution company.

Second, the Program will distinguish among enrolled consumers that receive each of the products identified in Section III. The Program will solicit separate pricing for each of the products.

Third, the Program will distinguish among enrolled Applicable Classes by the assignment of the standard product from the products identified in Section III.

Fourth, the Program will distinguish between consumers that join the program – i.e., enroll in an electricity supply product offered by the program – through an opt-out process and consumers that join through an opt-in process.

- Consumers that join through an opt-out process include the initial consumers and new consumers in the Municipality after the program start-date. Initial consumers are those consumers in applicable classes on Last Resort Service with Rhode Island Energy that are automatically enrolled in the Program unless they choose to opt-out. All initial consumers will receive the contracted program pricing for their rate class. Among new consumers, the Program will distinguish between new residential and small commercial consumers, who will receive the contracted program pricing, and all other commercial and industrial consumers, who will receive pricing based on market prices at the time the consumer joins the Program.
- Consumers that join by opting-in include two types of consumers: a) consumers that did not become part of the Program initially because they were being served by a competitive supplier and then joined the Program; and b) consumers joining the Program after having previously opted out. Those consumers that were being served by a competitive supplier at program initiation but who later join the Program will be treated the same as new consumers – residential and small commercial consumers will receive the contracted program pricing and all other commercial and industrial consumers will pay a price based on the then-current market rates. All consumers that join the Program after having previously opted out may be offered a price based on then-current market rates rather than the contracted program price. This distinction is designed to limit any

incentive for frequent switching back and forth between the aggregation program and Last Resort Service of Rhode Island Energy.

All consumers will have the right to opt-out of the Program at any time with no charge.

III. PROGRAM DESCRIPTION

III.A. Organizational Structure

The following entities have a specific role in the development, implementation, operation and oversight of the Program:

- **Town Council:** The Plan will be approved by the Town Council, the legislative authority of the citizens of the Municipality, and overseen by the Town Council or designee of the Town Council. The Town Council or designee(s) of the Town Council will be responsible for making decisions and overseeing the administration of the Program with the assistance of the Aggregation Consultant. Prior to the receipt of offers from Competitive Suppliers, the designee(s) of the Town Council shall be specifically authorized to enter into an Electric Service Agreement (“ESA”) under parameters specified by the Town Council.
- **Town Manager:** The Town Council delegates its authority to the Town Manager for the proper execution of this Aggregation Plan consistent with applicable R.I. General Laws. The Town Manager shall provide, at least annually, reports to the Town Council as to the Program’s performance and propose any legislative amendments or resolutions that may be necessary, from time to time, to improve the plan. The Town Manager shall provide direct management and oversight of the Program on behalf of the Town. The Town Manager, or designee, shall regularly meet with the Aggregation Consultant for the purpose of providing oversight of the Aggregation Program and shall make recommendations to the Town Council on program changes.
- **Aggregation Consultant:** The Aggregation Consultant will manage certain aggregation activities under the direction of the Town Council or designee of the Town Council. Their responsibilities will include managing the supply procurement, developing and implementing the public education plan, interacting with Rhode Island Energy and monitoring the supply contract. The Municipality has selected Good Energy, L.P. to provide these services.
- **Competitive Supplier:** The Competitive Supplier will provide power for the aggregation, provide consumer support including staffing a toll-free number for consumer questions, and fulfill other responsibilities as detailed in the ESA. The Competitive Supplier shall be required to enter into an individual ESA with the Municipality under terms deemed reasonable and appropriate for the Town’s constituents by the Town Council.
- **Buying Group:** The Municipality may elect to join with other municipal aggregators in combining its load for purposes of soliciting bids from Competitive Suppliers. The purpose of the Buying Group is to allow municipal aggregators to capture the benefits of collective purchasing power while retaining full municipal autonomy. The Municipality shall be represented by the designee(s) of the Town Council on the executive committee of the Buying Group. The Municipality, through its designee, as specifically authorized by the Town Council, shall select a Competitive Supplier based on the needs of the Municipality and shall not be required to select the same terms or Competitive Supplier as other members of the Buying Group.

III.B. Program Offerings

Program intends to offer the following electricity supply products to consumers:

The Program may offer a standard and optional electricity supply product. Applicable Consumers are automatically enrolled in the standard product unless they opt-out of the program or choose one of the optional products.

All products will include the minimum amount of renewable electricity as required by any applicable statutory requirements, such as the Renewable Energy Standard (“RES”) required by the State. Some products will include additional renewable electricity above the RES. All purchases of additional renewable electricity in the products will be certified through Renewable Energy Certificates (RECs), the instrument used to trade and track renewable energy generation.²

At launch, the Program will offer the electricity supply products described below:

Standard Product: The standard product, “North Kingstown Standard”, is expected to include RECs in an amount that is 10% greater than the Renewable Energy Standard (“RES”) required by the State, with the exact amount to be determined after the receipt of bids from competitive suppliers.

Optional Products:

- A product with up to 100% RECs, called “North Kingstown 100”
- A product with the same amount of RECs required by the RES in the State, called “North Kingstown Basic”

The Program, after launch, may offer additional optional products with the approval of the Town Council or their designee.

All RECs for additional renewable electricity above the RES are expected to qualify as Rhode Island New, as defined in R.I. General Laws 39.26.2(16), which includes generation from solar, wind, anaerobic digestion or low-impact hydro located within or delivered to New England.

IV. PROGRAM OPERATIONS.

Following approval of the Plan by the Commission, the key operational steps will be (a) issue a Request for Proposals (RFP) for power supply and select a competitive supplier, (b) implement a public information program, including a 30-day opt-out period, and (c) enroll consumers and provide service, including quarterly notifications. The implementation of an aggregation program requires extensive interaction between the Municipality, the Competitive Supplier, and Rhode Island Energy.

IV.A. ISSUE AN RFP FOR POWER SUPPLY AND SELECT A COMPETITIVE SUPPLIER.

Power Supply

After the Commission approves the Plan, the next step is to procure a contract for power supply.

Aggregation Consultant shall solicit proposals on behalf of the Program from leading competitive suppliers, including those currently supplying aggregations in Rhode Island, Massachusetts and other

² RECs enable the trading and tracking of renewable electricity. For every one megawatt-hour (MWh) of renewable electricity that is generated and fed onto the electricity grid, one REC is created.

states. In seeking proposals from competitive suppliers, the Program may solicit proposals to serve its load individually or as part of a Buying Group with other municipal aggregators. The RFP will require that the supplier satisfy key threshold criteria, including:

- Licensed by the Commission.
- Strong financial background.
- Experience serving the competitive market or municipal aggregations in other states.
- Demonstrated ability, supported by references, to provide strong consumer service.

In addition, suppliers will be required to agree to the substantive terms and conditions of the ESA, including, for example, the requirement to:

- Provide all-requirements service at a fixed price.
- Allow consumers to exit the program at any time with no charge.
- Agree to specified consumer service standards.
- Comply with all requirements of the Commission and Rhode Island Energy.

The Program will solicit proposals from suppliers that meet the threshold criteria and agree to the terms and conditions of the ESA. Prior to executing a contract based on a supplier proposal, the Program shall provide authorization to its designee(s) to execute an ESA based upon parameters the Town Council deems appropriate for its constituents. In consultation with its Aggregation Consultant, the designee(s) of the Town Council, will evaluate the proposal including procurement methodology, price buildup, term and source, as well as the appropriate amount of RECs to be included with the standard and optional products consistent with Section III.B.

The Program will request bids for a variety of term lengths and for power and RECs from different sources. The Program will require bidders to identify the technology, vintage, and location of the renewable energy generators that are the sources of the RECs. It will also require that the RECs be created and recorded in the New England Power Pool Generation Information System. The Program may seek bids from a variety of renewable energy sources; and will choose the best combination of environmental benefits and price.

Whether the Program conducts an individual solicitation or participates in a solicitation with a Buying Group, at the conclusion of the bidding process it will select a price, term and supplier appropriate for its retail electric customers. Participation in the Buying Group shall not require the Program to select the same price, terms or supplier as other members of the Buying Group. If none of the proposals are satisfactory, the Program will reject all proposals and repeat the solicitation for bids as often as needed until market conditions yield a bid that is acceptable. The Program intends to request a proposal from any supplier serving an existing Rhode Island program to evaluate the terms and conditions under which it would be able to join an existing program under the same or substantially similar terms as the current participants.

IV.B. IMPLEMENT PUBLIC EDUCATION CAMPAIGN.

Once a winning supplier is selected, the Program will implement a public education campaign.

The delivery of a comprehensive and professional public education and outreach plan and associated materials are crucial to ensuring understanding of, acceptance of and participation in the aggregation. The Program has already begun to build enthusiasm for and understanding of the aggregation through

community-wide events and presentations. As a result, the Program anticipates a high level of awareness about the aggregation after the time the supply contract is signed.

The public education component for program launch consists of two components: 1) Initial outreach and education and 2) Consumer notification letter. The information will be made available in multiple languages where appropriate.

1. Initial Outreach and Education: This will be conducted prior to arrival of the consumer notification letter and will continue throughout the opt-out period. This effort will include information about the goals of the Program, the basic terms and conditions including renewable energy components and the opt-out notification. This effort will include a wide range of in-person events, traditional and social media, Web and printed materials. The attached Education and Outreach Plan (**Attachment 2**) describes in detail the Program's anticipated initial outreach efforts and timeline.

2. Consumer Notification Letter: In addition to the broad-based education initiatives, a consumer notification letter will be mailed to every Applicable Consumer on Last Resort Service with Rhode Island Energy. The notice will be a direct communication of the Municipality, and it will be sent in an envelope clearly marked as containing time-sensitive information related to the program. The notice will: (1) introduce and describe the program; (2) inform consumers of their right to opt-out and that they will be automatically enrolled if they do not exercise that right; (3) explain how to opt-out before program launch and how to opt-out after program launch; and (4) prominently state the supply prices, including any additional fees (e.g., Aggregation Fee, per Section V) and (5) compare the price and primary terms of Program's competitive supply to the price and terms of the current Last Resort Service offering provided by Rhode Island Energy. The notice will indicate that because of market changes and differing terms, the Program cannot guarantee savings compared to Last Resort Service over the full term of the Program. The competitive supplier shall bear all expenses regarding the consumer notification letter. See **Attachment 3** for sample Consumer Notification Letter, Reply Card and Envelope.

The consumer notification letter will include an opt-out reply card and envelope. Consumers will have 33 days from the date of the mailing to return the reply card if they wish to opt out of the Program and the opt-out notice shall identify the return date by which the reply envelope must be mailed and postmarked. The competitive supplier shall allow an additional 3 days from the return date for receipt of the opt-out replies before initiating automatic enrollments in the Program. This timeline is designed to provide Applicable Consumers with a full 30 days to consider whether to opt-out of the program before launch. The notice will be designed by the aggregation consultant on behalf of the Program and printed and mailed by the competitive supplier, who will process the opt-out replies. The competitive supplier will provide a pre-stamped envelope for return of the opt-out reply card in order to protect consumer privacy.

The attached Education and Outreach Plan Detail (**Attachment 2**) describes in detail the Program's anticipated initial outreach efforts, timeline and provides sample consumer notification letter, reply card and envelope.

IV.C. ENROLL CONSUMERS AND PROVIDE SERVICE

After the completion of the opt-out period, the competitive supplier will enroll into the Program all Applicable Consumers on Last Resort Service with Rhode Island Energy who did not opt-out. All enrollments and other transactions between the competitive supplier and Rhode Island Energy will be conducted in compliance with the relevant provisions of Commission regulations, Terms and Conditions for Municipal Aggregators, and the protocols of the Electronic Business Transactions Working Group.

Once consumers are enrolled, the Program will provide all-requirements power supply service. The Program will also provide ongoing consumer service, maintain the Program web site, and process new consumer enrollments, ongoing opt-outs, opt-back-ins, and consumer selections of optional products. Prior to the expiration of the initial ESA, the Municipality intends to solicit a new power supply agreement.

As part of its ongoing service, the Program will provide an Energy Source Disclosure Label as required by R.I. General Laws § 39-26-9 and 810-RICR-40-05-03. The Town expects to make the required disclosures by posting Energy Source Disclosure labels (**Attachment 5**) on the Program website and at municipal buildings on a quarterly basis.

Finally, the Public Education & Outreach Plan Detail (**Attachment 2**) has detail on the ongoing education and outreach efforts during program operation.

V. PROGRAM FUNDING.

All of the costs of the Program will be funded through the ESA.

The primary cost will be the charges of the competitive supplier for the power supply. These charges will be established through the competitive solicitation for a supplier.

The administrative costs of the Program will be funded through a per kilowatt-hour Aggregation Fee that will be paid by the competitive supplier to the Aggregation Consultant, as specified in the ESA. This Aggregation Fee will cover the services of the Aggregation Consultant, including developing the aggregation plan, managing the Commission's approval process, managing the supply procurement, developing and implementing the public education plan, managing Program website, providing consumer support, interacting with Rhode Island Energy, monitoring the supply contract, and providing ongoing reports. This charge has been set at \$0.001 per kilowatt-hour.

VI. RATE SETTING AND COST ALLOCATION AMONG PARTICIPANTS.

As described above, the power supply charges of the aggregation program will be set through a competitive bidding process and will include the aggregation fee and applicable taxes pursuant to the ESA. Prices, terms, and conditions may differ among consumer classes, which classes will be the same as the Last Resort Service consumer classes of Rhode Island Energy. The frequency of price changes will be determined through the competitive bid process. The Program expects to solicit bids for a number of different contract terms. Prices may change as specified in the winning bid and consumers will be notified of price changes through media releases and postings on the aggregation web site at least 30 days before any such price changes take effect. The Consumer Notification Letter will also notify Applicable

Consumers of the expected price change schedule, whether they will be automatically renewed at the end of the pricing term, and that the current information about the program and prices will always be available on the aggregation web site.

If there is a change in law that results in a direct, material increase in costs during the term of the ESA, the Program 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 Program will notify consumers of the change in price by issuing a media release and posting a notice in municipal offices and on the program website.

The Program affects only the electricity supply charges of the consumers. Delivery charges will be unchanged and will continue to be charged by Rhode Island Energy in accordance with tariffs approved by the Commission.

Participants in the aggregation will receive one bill from Rhode Island Energy that includes both the power supply charge of the Competitive Supplier and the delivery charge of Rhode Island Energy. Any applicable taxes will be billed as part of the Program's power supply charge.

As described above, the Program's electricity supply charges will be set through a competitive bidding process and will include the aggregation fee. Prices, terms, and conditions will vary by product and may differ among customer classes. For each customer class, prices will be fixed for periods at least as long as the Last Resort service price period for the class. When prices change, the Program will notify consumers by issuing a media release and posting a notice on the Program website.

VII. ENTERING AND TERMINATING AGREEMENTS.

The process for entering, modifying, enforcing, and terminating all agreements associated with the Plan will comply with the municipal charter and ordinances, federal and state law and regulations, and the provisions of the relevant agreement.

The Municipality plans to use the same process described in Section IV(a) of this Plan to solicit bids and enter into any subsequent ESAs with the assistance of its then-current aggregation consultant. Consumers will be notified of subsequent ESAs. The transfer of consumers from the existing supplier to the new supplier will be coordinated with Rhode Island Energy using established Electronic Data Interchange ("EDI") protocols.

VIII. RIGHTS AND RESPONSIBILITIES OF PROGRAM PARTICIPANTS.

All participants will have the right to opt-out of the Program at any time without charge. They may exercise this right by any of the following: 1) calling the 800 number of the Competitive Supplier; 2) contacting Rhode Island Energy and asking to be returned to Last Resort Service; or 3) enrolling with another competitive supplier.

All participants will have available to them the consumer protection provisions of laws and regulations of Rhode Island, including the right to question billing and service quality practices. Consumers will be able to ask questions of and register complaints with the Municipality, the Aggregation Consultant, the Competitive Supplier, Rhode Island Energy and the Commission. As appropriate, the Municipality and the Aggregation Consultant will direct consumer complaints to the Competitive Supplier, Rhode Island Energy or the Commission.

Participants will continue to be responsible for paying their bills and for providing access to metering and other equipment necessary to carry out utility operations. Participants are responsible for requesting any exemption from the collection of any applicable taxes and must provide appropriate documentation of such exemption to the Competitive Supplier.

IX. EXTENSION OR TERMINATION OF PROGRAM

Prior to the end of the term of the initial ESA, the Municipality intends to solicit bids for a new supply agreement and plans to continue the program with the same or new competitive supplier.

Although the Municipality is not contemplating a termination date, the program could be terminated upon the termination or expiration of the ESA without any extension, renewal, or negotiation of a subsequent supply contract, or upon the decision of the Town Council or designee of the Town Council to dissolve the program effective on the end date of any outstanding ESA. In the event of termination, enrolled consumers would return to the Last Resort Service of Rhode Island Energy, unless they choose an alternative competitive supplier. The Municipality will notify consumers of a planned termination of the Program.

The Municipality will notify Rhode Island Energy of the planned termination or extension of the Program. In particular, the Municipality will provide Rhode Island Energy notice: (1) 90 days prior to a planned termination of the program; (2) 90 days prior to the end of the anticipated term of the ESA; and (3) four business-days after the successful negotiation of a new electric service agreement. The Municipality will also provide notice to the Public Utilities Commission 90 days prior to a planned termination, which shall include copies of all media releases, Town Hall and website postings and other communications the Program intends to provide consumers regarding the termination of the Program and the return of participants to Last Resort Service.

In the event of the termination of the Program, it is the responsibility and requirement of the Competitive Supplier to return the enrolled consumers to Last Resort Service of Rhode Island Energy in accordance with the then applicable EDI rules and procedures.

ATTACHMENT 1: HISTORICAL OVERVIEW - PLAN DEVELOPMENT

1. Passage of authorizing resolution

Municipality passed an authorizing resolution on November 28, 2022. An excerpt from copy of the resolution is reproduced below:

23. A Resolution authorizing the Development of a Community Electricity Aggregation Plan

A motion was made by Councilor McKay, seconded by Councilor Page and passed as follows:

WHEREAS, The State of Rhode Island has authorized municipalities, pursuant to Chapter 3, Section 1.2 of Title 39 of the General Laws of Rhode Island (the "Act"), to aggregate the retail electric load in their communities through the development and operation of Community Electricity Aggregation (CEA) programs; and

WHEREAS, the North Kingstown Comprehensive Plan Re-Write identifies the goal 4.5 to "encourage energy efficiency and alternative energy solutions"; and

WHEREAS, CEA programs offer the opportunity both to lower costs to individual consumers and to allow for selection of renewable sources for electric energy, through the advantages of bargaining collectively with electric suppliers, thus providing longer-term price stability and more renewable energy options to the residents and businesses of North Kingstown, along with other municipalities in Rhode Island; and

WHEREAS, other Rhode Island communities have authorized the development and implementation of CEA programs and have made available the results of their competitive bids for consulting services; and

WHEREAS, North Kingstown may benefit from working in conjunction with our sister communities, both from their experience and the potential of increasing our collective bulk purchasing power.

NOW, THEREFORE, BE IT RESOLVED: That the Council authorizes the Town Manager to research and develop a plan to aggregate the retail electric loads within the Town of North Kingstown through a CEA program in accordance with the Act; and be it

FURTHER RESOLVED: That the Council authorizes the Town Manager to develop an aggregation plan under which all eligible customers will be automatically enrolled in the program unless such customers opt-out of the program consistent with the requirements of the Act; and be it

FURTHER RESOLVED: That the Council authorizes the Town Manager to engage a consultant with experience in developing and administering CEA programs to assist the Town of North Kingstown in the creation of an aggregation plan and implementation of a CEA program provided that the town shall not be required to draw upon the General Fund to compensate such consultant; and be it

FURTHER RESOLVED: That the Town Manager shall provide regular updates to the Council regarding the development of the aggregation plan and CEA program, including the presentation of a plan for public hearing and final approval.

2. Signed agreement with Municipality's aggregation consultant

The Municipality entered a consulting contract to Good Energy L.P. on October 16, 2023.(See Attachment 4).

3. Creation of a Draft Plan

A Draft Plan was presented to the Town Council on TBD.

4. Public hearing on Draft Plan

Municipality held a public hearing on TBD to review and take comments on the draft plan. Prior to the hearing, Municipality published a notice of the hearing in The Independent on TBD and again on TBD. Additionally, notice of the hearing was published in [], [], on the North Kingstown website, and its social media feeds.

5. Response to public hearing

Municipality reviewed comments made at the public hearing, which are logged at _____.

6. Finalization of Plan

The finalized Plan was presented to the Town Council which voted to approve the plan on [MONTH DAY].

7. Submission of Final Plan to Public Utilities Commission

Municipality submitted the finalized plan to the Public Utilities Commission on [MONTH DAY]to seek the required regulatory approval.

ATTACHMENT 2: EDUCATION & OUTREACH PLAN DETAIL

2-I. PROGRAM OPERATIONS: IMPLEMENT PUBLIC EDUCATION CAMPAIGN

2-I.A. INITIAL OUTREACH AND EDUCATION MECHANISMS

The initial outreach and education will provide a description of the Program for Applicable Consumers and will be conducted via traditional print, social media, a dedicated website, public presentations and personal communications to inform Applicable Consumers about the Program and will include a toll-free number. This effort will provide specific information about the Program and increase public awareness of the goals of the Program and the opt-out notification process.

If any Program materials were to reference cost savings for any part of the program they would also include a notice that the Municipality cannot guarantee that the Program will provide consumers with prices lower than the distribution utilities' Last Resort Service rate over the full term of any supply contract entered into by the Municipality.

The Program's outreach will connect with English and Spanish-speaking populations. Spanish-language versions will be produced and/or translations offered for education and outreach materials as appropriate.

Media Outreach: Prior to the launch of the Program, media outreach will be initiated through, newspapers and social media to provide greater public education and to describe the Program, the opt-out process, the website 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 news release will be distributed to help achieve the aforementioned goals. Follow-up news releases will update the media on the status of the progress of the Program.

Notices and Public Postings: Brochures/flyers will be distributed in Municipal Offices describing the Program, the electricity supply options and the opt-out process. The brochures/flyers will also contain the toll-free telephone number to use for customer support. Brochures/flyers will be placed in public buildings (i.e., public library, senior center, Town Hall, Department of Public Works, and RI Chamber, etc.) which will create the necessary repetition of messages required to motivate consumer action and build awareness and understanding.

Consumer Service Center: The Program will maintain a toll-free telephone number to address Applicable Consumers' questions regarding the Program, deregulation, the opt-out process, price information and other issues Applicable Consumers may raise.

Website: All information regarding the Program will be posted on the Program's website, which is linked to the website of the Municipality. The Program website will have links to the website of the Local Distribution Company, the Public Utilities Commission and the Competitive Supplier.

Public Presentations: The Program will provide presentations to municipal officials and to interested community groups. Several public presentations are expected as detailed in the timeline and preliminary marketing plan below.

2-I.B. CONSUMER NOTIFICATION LETTER

The consumer notification letter will be sent via standard mail, by the Town's selected competitive supplier, to the billing address of each Applicable Consumer on Last Resort 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 as detailed in Section IV.B of the aggregation plan.

A sample consumer notification letter, reply card and envelope are included in **Attachment 3**.

2-I.C. TIMELINE AND PRELIMINARY MARKETING PLAN

The preliminary marketing plan identifies the steps the Municipality may take to inform the community about the Program using the initial education and outreach mechanisms and consumer notification letter. The schedule is designed to work towards the date when the consumer notification letters (CNL) will arrive in consumer mailboxes:

From estimated date Consumer Notification Letter arrives in consumer mailboxes		
Action	Days before	Days after
Website launch	100+	-
Update website	15	Ongoing
Work with local media resources	15	30
Active social media outreach	15	30
In person presentations	15	30
Distribute marketing materials	15	30
Consumer help line	15	Ongoing
Mail postcard to all Applicable Consumers	5	-
Consumer notification letter arrives to all Applicable Consumers	0	-

The Aggregation Consultant will lead all aspects of the outreach and education outlined below, unless instructed otherwise by the Municipality. The Aggregation Consultant will coordinate with the Municipality for direction on and approval of all materials and messaging.

Translation: The Program's outreach will connect with English and Spanish-speaking populations. Spanish-language versions will be produced and/or translations offered for education and outreach materials as appropriate.

Consumer Website Launch

- **CNL -100+ (at least).** Once launched, website is maintained for the entire duration of program.
- **Website:** The Program will develop and manage an informational website with features that include program details, an online savings calculator and enrollment, opt-up and opt-out forms for the convenience of Applicable Consumers.

Update Consumer Website

- **CNL -15 (at least)**
- After signing the ESA and at least 15 days before the estimated date that the Consumer Notification Documents arrive), the Program website will be updated to include information on the product options, including pricing, term length, renewable energy; as well as enrollment, opt-up and opt-out forms and phone numbers.

Work with All Local Media Resources:

- **CNL -15 through CNL +30**
- **Press Releases:** Develop press releases to send to:
 - **Independent RI**
 - **NK Standard Times**

The Program will prepare municipal staff or volunteers for interviews that may result from press releases.

Set Up Consumer Help Line

- **CNL -15.** Once set up, the consumer help line will remain in effect for the entire program.
- **Aggregation Consultant & Supplier Help Lines:** Set consumer help lines with the competitive supplier and Aggregation Consultant to answer consumer inquiries.

Social Media outreach, In-person Presentations and Flyers and Other Collateral

- **CNL -15 through CNL +30:**
- **Social Media:** Boost all traditional media coverage on social media platforms, with the goal of driving traffic to the Program's dedicated website. In concert with the Municipality's communication leads, develop a campaign of planned social media posts, timed to coincide with important milestones in order to keep ratepayers informed, particularly those that may not interact with traditional media on a regular basis. The Program will draft content and graphics to accompany the posts, to be posted by Municipality staff on official accounts.

Municipal social media accounts to use are:

- Official Municipality accounts such as @northkingstown on Instagram, and Town of North Kingstown Facebook
- Municipality will connect with "Local Groups" listed in "In-Person Presentations" to ask if they can use their social media platforms to promote awareness of the program, too.

The Program will monitor various social media channels for relevant conversations and questions about the program. Draft responses to comments and questions and utilize social media as a critical tool in engaging with members of the community.

The Program will identify key social media influencers in the Municipality, including lawmakers, advocates and reporters, develop a spreadsheet of the social media handles/accounts and reach out to them to keep them informed about the aggregation program.

- **In-person presentations**

- **Local Groups:** Connect with local groups and associations to see if representatives of the Program can participate in an upcoming meeting or offer to host a dedicated event. Seek their assistance in identifying how to best connect with consumers with limited-English capabilities or disabilities that may prevent them from accessing Program information.

Engage with existing town committees and departments and local advocacy and community organizations. This includes, but is not limited to:

- North Kingstown Senior Association (Beechwood)
- Planning Commission
- Conservation Commission
- Town Council
- Economic Development Advisory Board (EDAB)

- **Municipal Council Meetings:** Present or provide materials for the Council meetings and any constituent meeting they may have.

- **Distribute flyers and collateral:** Many groups may have a natural interest in promoting awareness about the program and can be provided with electronic and hard-copy materials with reference information for the program.

Example groups include elected officials and all “Local Groups” listed above.

Distribute to key locations such as public library, municipal offices, senior center, RI Chamber, Town Hall, and Department of Public Works.

Mail Post Card to All Applicable Consumers

- **CNL -15**
- **Post card:** The Program, via its selected competitive supplier, will mail a postcard to all Applicable Consumers prior to the Consumer Notification Letter. The postcard establishes that there is a community-sponsored aggregation program and increases the likelihood that recipient engages with the more detailed Consumer Notification Letter.

Consumer Notification Letter Arrives in Mailboxes

- **CNL 0**
- **30-day opt-out period begins**

2-II. PROGRAM OPERATIONS: ONGOING OUTREACH AND EDUCATION

The Program intends to continue outreach and education for consumers after enrollment in the aggregation program, particularly with respect to changes in offerings and prices, which will be posted on the Program website that is linked to the website of the Municipality. The types of information the Municipality expects to communicate through the continuing education efforts include revisions to programs and prices; responses to frequently asked questions; Program goals and performance; rights and procedures for Program participants; contact information for consumer inquiries and details regarding the Program’s electric supply and renewable attributes. In addition to the websites, outreach and education may also be provided through: public service announcements; interviews with local media outlets; bilingual news releases in local media; notices in newspapers; public postings in municipal offices and

other public buildings (i.e. library, Senior Center, etc.) where residents may meet for municipal events; presentations to municipal officials and interested community groups; and information disclosure labels posted quarterly on the Program website.

ATTACHMENT 3: CONSUMER NOTIFICATION LETTER, REPLY CARD & ENVELOPE

This is an important notice. Please have it translated.
 Este é um aviso importante. Quiera mandá-lo traduzir.
 Este es un aviso importante. Sirvase mandarlo traducir.
 Avis important. Veuillez traduire immédiatement.

Questa è un'informazione importante. Si prega di tradurla.
 ĐÂY LÀ MỘT BẢN THÔNG CÁO QUAN TRỌNG XIN VUI LÒNG
 CHO DỊCH LẠI THÔNG CÁO ẤY
 Это очень важное сообщение. Пожалуйста, попросите чтобы
 вам его перевели.



Town of North Kingstown

The Town of North Kingstown is pleased to introduce you to our electricity supply program, North Kingstown Community Electricity. The program is designed to help our community members manage electricity costs, increase renewable energy use and reduce carbon pollution. Your participation in North Kingstown's program is voluntary and this letter explains your options.

The Town of North Kingstown has chosen an electricity supplier and negotiated prices for multiple electricity options that are available to our entire community.

Your account is scheduled for automatic enrollment in the "North Kingstown Standard" option starting Month 2024. No action necessary to receive this option.

You may opt out and not participate. The deadline to opt out is MONTH DAY, 2024. If you do participate, you can leave the Program at any time in the future, without penalty.

YOUR OPTIONS

The table below shows pricing and other information for North Kingstown's electricity options and a comparison to your current electricity supply, which is Last Resort service from Rhode Island Energy (RI Energy).

By receiving this letter, you will be enrolled in the "North Kingstown Standard" option as of your Month 2024 meter read. Alternatively, you may:

- 1 Choose to enroll in another North Kingstown electricity option OR 2 Choose to opt out and continue with Last Resort service from RI Energy

	RI Energy Last Resort Service (if you opt out)	North Kingstown Basic	North Kingstown Standard (automatic)	North Kingstown 100
Residential Price	X.XXX ¢/kWh	X.XXX ¢/kWh	X.XXX ¢/kWh	X.XXX ¢/kWh
Voluntary Renewable Energy	None	None	Adds 10% voluntary renewable energy (RI New RECs)	Adds voluntary renewable energy (RI New RECs) to total 100%
Total Renewable Energy 2024	28%	28%	38%	100%
Duration	Month Year to Month Year	Month Year to Month Year	Month Year to Month Year	Month Year to Month Year

The Program cannot guarantee savings beyond the current term of Last Resort Service, as stated in the table above, because future Last Resort Service rates are unknown.

There is no action necessary to receive the “North Kingstown Standard” electricity option.

TO CHOOSE ANOTHER NORTH KINGSTOWN OPTION

To choose an option other than North Kingstown Standard, call our Program’s electricity supplier, SupplierName, at (XXX) XXX-XXXX, or submit a request at ProgramWebsite.com.

TO OPT OUT & NOT PARTICIPATE

To remain with Last Resort Service for your electricity supply, you must opt out. **To opt out before being automatically enrolled you must take one of the following actions on or before Month Day, 2024:**

Postmark and mail the enclosed opt-out card or call North Kingstown’s supplier, SupplierName at (XXX) XXX-XXXX or submit the opt-out form at ProgramWebsite.com

NORTH KINGSTOWN PROGRAM & OPTION DETAILS

- The Program is served by SupplierName, PUC license number: #####.
- Program prices apply to service beginning and ending on the days of the month that your meter is read. Program prices include a fee of \$0.001 per kilowatt hour (kWh) for the Town’s aggregation consultant. Any applicable taxes will be added by Rhode Island Energy to your bill.
- All North Kingstown program options include renewable energy to meet the State of Rhode Island’s Renewable Energy Standard (RES). Some North Kingstown program options include voluntary renewable energy, in addition to the RES. All voluntary renewable energy, comes from sources that qualify as RI New (built after 1997), come from solar, wind, anaerobic digestion, and low-impact hydro, and are located only within New England.
- If you participate in North Kingstown’s program, the impact on your electricity bill from RI Energy, will be:
 - The Supply Services portion of the bill will change to reflect your participation in North Kingstown Program.
 - RI Energy will continue to provide all Delivery Services, including responding to power outages, and RI Energy will continue to send you the electricity bill.
 - Customers in the Low-Income Rate Class (A60) will continue to receive their current percentage discount on the entire electricity bill.
 - Budget billing customers will continue to receive budget billing for the entire electricity bill.
 - Customers that receive solar electricity benefits from net metering credits and/or Renewable Energy Growth program payments will continue to receive those benefits.
- You may leave the Program at any time, without penalty, by contacting North Kingstown’s Supplier at (XXX) XXX-XXXX or by visiting the Program website at ProgramWebsite.
- At the end of the pricing term, you will be automatically renewed in your current product which may have a new price and a different percentage of voluntary renewable energy as negotiated by the Town. The Town will announce price changes at least 30 days before any such price change takes effect. Product details will always be available at the Town’s website for the Program: ProgramWebsite.com.

QUESTIONS & SUPPORT

- For information or customer support about North Kingstown program, please visit ProgramWebsite.com, or call (XXX) XXX-XXXX
- If you have questions about the Delivery Services portion of your bill or about Last Resort Service supply, contact the utility Rhode Island Energy at (855) 743-1101, or by visiting RIEnergy.com
- If you are receiving electricity supply from a competitive supplier and believe you have received this opt-out letter in error, you must notify North Kingstown’s supplier as outlined in Option 3 above. This will ensure you continue to receive your electricity from that competitive supplier and prevent any possible early termination fees.



Town of North Kingstown

c/o SupplierName
Supplier Address
City, State, ZIP

Important Notice Regarding Your Electricity Account

FIRSTNAME LASTNAME
ADDRESS
CITY, RI XXXXX

If you wish to participate in the North Kingstown Community Electricity program, you do not need to take any action. You will be automatically enrolled.

Opt Out Instructions

If you do not want to participate:

1. Sign and date the Opt-out card below.
2. Insert into postage pre-paid envelope.
3. Mail envelope.

The card must be signed by the customer of record whose name appears in the address on this card. **The envelope must be mailed and postmarked on or before Month Day, 2024 to opt out of the program before automatic enrollment.**

Phone:

Website:

NORTH KINGSTOWN COMMUNITY ELECTRICITY PROGRAM OPT-OUT CARD



NOTIFICATION OF INTENT TO OPT-OUT

I do not wish to be a part of the **Town of North Kingstown Community Electricity Program**. By signing and returning this card, I am officially opting-out of the program.

Signature _____ Date _____

This notification is in regard to service at this address:

Name: FirstName LastName. Service Address: 123 Main Street, Town, RI ZIP.

Account Number: 1234567898765

Return this opt-out card via the enclosed postage pre-paid envelope

ATTACHMENT 4: GOOD ENERGY SERVICES AGREEMENT

{agreement to be included in final submitted to Public Utilities Commission}

ATTACHMENT 5: ENERGY SOURCE DISCLOSURE LABEL

{sample to be included in final submitted to Public Utilities Commission}

ATTACHMENT 6: TEMPLATE ELECTRIC SERVICES AGREEMENT

{model agreement to be included in final submitted to Public Utilities Commission }