



AD-HOC COMMUNITY POWER COMMITTEE MEETING

AGENDA

Thursday, April 8, 2021, 8:00 AM

Virtual Zoom Meeting*

Members:

Peter Hansel, Chair
Councilor Mike Giacomo
Dr. Ann Shedd
Paul Roth
Dan Belluscio

Staff:

Rhett Lamb, Community Development Director
Mari Brunner, Planner

1. Call to Order and Roll Call
2. Approval of Minutes
 - a. March 30, 2021 – 12:00 pm
 - b. March 30, 2021 – 6:30 p
3. Draft City of Keene Community Power Plan
 - a. Discussion and Additional Comments
 - b. Board Deliberation
4. Discussion: Future Community Power Project Ideas
5. New Business
6. Next Meeting – Friday, May 7, 2021
7. Adjourn

***To Join the Meeting:**

The public may join the meeting online by visiting www.zoom.us/join or by calling the toll-free # (888) 475-4499 and entering the Meeting ID: **858 5592 8244**. If you encounter any issues accessing this meeting, please call (603) 209-4697 during the meeting.

City of Keene
New Hampshire

AD HOC COMMUNITY POWER COMMITTEE
MEETING MINUTES

Tuesday, March 30, 2021

12:00 PM

Remote Meeting via Zoom

Members Present:

Peter Hansel, Chair
Councilor Mike Giacomo
Dan Belluscio
Paul Roth
Ann Shedd

Staff Present:

Mari Brunner, Planner
Rhett Lamb, Community Development
Director

Guests:

Patrick Roche, Good Energy
Daria Mark, Good Energy

Members Not Present:

Chair Hansel read a prepared statement explaining how the Emergency Order #12, pursuant to Executive Order #2020-04 issued by the Governor of New Hampshire, waives certain provisions of RSA 91-A (which regulates the operation of public body meetings) during the declared COVID-19 State of Emergency.

1) Call to Order and Roll Call

Chair Hansel called the meeting to order at 12:01 PM. Roll call was taken.

2) Public Hearing: City of Keene Community Power Plan

- a. **Consultant Presentation** – Chair Hansel introduced the Keene Community Power Committee, Keene Community Development Department staff and Community Power consultants. He provided some background behind establishing this team by mentioning that the City of Keene had an objective of becoming a 100% renewable energy community by 2030 for electricity, and by 2050 for thermal and transportation energy. As a result of this goal, the City appointed this Ad-hoc Community Power Committee and hired consultants from Good Energy and Standard Power to help with the project and creation of a Community Power Plan. Chair Hansel went on to provide a timeline overview of the committee’s activity thus far. He stated that they began the process of developing the plan with public meetings in December of 2020 and shortly after launched a survey aimed at gathering information from the public and increasing awareness. In January of 2021, they finalized the survey results and used them to begin working on a draft Community Power Plan. Another series of public meetings were held later that same month and a first draft of the plan was completed and made available to the public in February of 2021. Chair Hansel stated they are currently in the

review process, which includes these public hearings and obtaining feedback from the community.

Chair Hansel then introduced Daria Mark from Good Energy to present an overview of the Community Power Plan.

Daria Mark from Good Energy started her presentation by highlighting Community Power basics. She explained that there are two parts to an electricity bill, the delivery and the supply. She informed the audience that the delivery portion will remain the same, noting that they will still receive a single bill from Eversource. What will change with the Community Power Plan is the supply portion, noting that the plan will bring about more supply options so consumers can select a choice that best suits their household.

Ms. Mark then went over outreach, which she stated included a survey asking the community what they'd want to see in the Community Power program. They did this through digital avenues such as social media and the Community Power website, as well as newspaper ads. Ms. Mark added that the Community Power website has the aforementioned presentation from January and detailed information about survey results for anyone interested. She stated that out of the 16 survey questions, the most guiding one asked how much renewable energy people want to see and how that related to price. The results of that question showed a lot of support for renewable energy and the desire for different cost options, which directly informed the draft plan. Ms. Mark reminded everyone that they can learn about the program via email updates and can easily sign up for those on the City of Keene website.

Patrick Roche from Good Energy then reviewed program implementation steps. He started off by saying they will work with the committee to review all public comments received and incorporate those into the Community Power Plan as they see fit. He went on to explain that beginning in April of 2021, the committee will need to vote to approve a final plan. They will then move into the summer and fall period when the City Council will vote to adopt the plan. This process will also include rulemaking and review from the Public Utilities Commission per the amendment of HB 315. Mr. Roche noted the amendment to HB 315 could become law sometime in the summer, and review by the Public Utilities Commission will hopefully take place by late fall. Once they have those approvals they will be looking to identify favorable market conditions to go out to bid for electricity supply, which will put them in place to launch the program in the winter of 2021 or early 2022.

Mr. Roche next reviewed key aspects of the Community Power draft plan. He reiterated that the City of Keene has a goal to get to 100% renewable electricity by 2030 and the plan is a big part of making that goal come to

fruition. The first key aspect he covered was economic and environmental value. Mr. Roche stated they want as many people as possible to participate in the program so it has to offer both affordability and meaning, something people can feel good about.

The next key aspect was flexible framework and tools. Mr. Roche stated they want to make sure there are different options available to meet different economic needs while also taking advantage of other tools. This could include supporting efficiency programs to help move the whole program forward towards its goal.

Next was harnessing community ideas and resources. Mr. Roche stated they want to have constant conversations with the community to uncover what they are valuing about the program and what could be added to further increase value.

He then discussed crafting solutions and removing barriers by stating that the City of Keene and the committee have already been engaging in conversations at the state level with regards to policy. The plan is to continue these efforts which could include fighting to increase the renewable portfolio standard and exploring new potential with grid modernizations and smart meters.

Lastly, Mr. Roche spoke to leading by example and collaboration. He stated they want to help other communities and collaborate with others to potentially increase scale and affordability.

Mr. Roche then moved on to discuss extra renewable energy products, stating that the focus of this program is on NH Class 1 which is called “new renewable energy.” He explained that this means it has to have been built after 2006 and come from New England, NY or eastern Canada, and is primarily wind, solar, incremental new small hydro, anaerobic digestion, or biomass. He noted that this aligns with the Environmental Protection Agency’s definition of green power. Mr. Roche further explained that all of the offerings in the program will meet the state’s minimum renewable portfolio standard, but some of the products will purchase extra renewable energy, which will focus on NH Class 1.

Mr. Roche then spoke about the 4 products that will be offered in the plan. He stated the program will automatically enroll eligible members into the default product unless they opt-out. The goal of this product, named Keene Local Green, is to increase renewable energy use while maintaining competitive rates. Mr. Roche then went over the three optional products in the program. The first being Keene Basic, the most competitive and lowest cost option, which will just meet the state’s minimum renewable energy requirements. For people who want to use a lot more clean energy and have

a bigger impact there will be the Keene 50% Local Green, which would add 50 percentage points on top of the state's renewable energy requirements. Then they have the Keene 100% Local Green adding 100% on top of the state's renewable energy requirements. Mr. Roche stated with the default product, Keene Local Green, they are likely looking at the extra renewable energy being 5 or 10 percentage points, and hopefully increasing that over time.

With regards to trade-offs, Mr. Roche showed a table with the Community Power program options compared to the default. He explained that if you went with the Keene Basic product you would pay about \$3 less per month as compared to the default rate. If you went with the Keene 50% Local Green you would be paying about \$10 more per month, and with the Keene 100% Local Green you'd pay around \$23 more per month. These numbers are based on current market conditions and assume that the default has 10% extra renewable energy and an average household energy consumption of 7,500 kWh/year.

Mr. Roche mentioned net metering next, stating the program will seek to offer the same or better terms than Eversource. He explained that net metering is a policy that helps value energy that you generate at your house. He noted that if there are differences between the Community Power program and Eversource, they will make sure it is very clear in their communications so people can make the most informed choice about whether or not they want to participate in the program.

With regards to energy efficiency, Patrick Roche stated that the program aims to promote existing efficiency efforts, such as NH Saves, and over time look to directly fund efficiency efforts to supplement other benefits out there. He also mentioned that the survey results showed a lot of opportunities around Keene and across income levels for energy efficiency, noting that most people hadn't done an energy audit and reported that they could benefit from energy efficiency measures.

Mr. Roche stated the plan allows for Keene to explore group buying opportunities, which would mean Keene working with other communities to benefit the program. He went on to say that each community would have their own plan and own product choices, but they would come together for the bidding opportunity to have a bigger scale and pooled buying, which would help everyone achieve more competitive prices. As they move through the approval process they will assess if there are opportunities to work with others.

Mr. Roche then moved on to program enrollment, stating the program will have voluntary participation with automatic enrollment. He explained that this means the program is open to any electricity customer in Keene;

however, if you are a customer of Eversource you are eligible to be automatically enrolled in the default product, unless you opt-out. To check if your supplier is Eversource Mr. Roche instructed everyone to look at their electricity bill under the supply section where it will name the exact supplier. He went on to say that everyone who is eligible will receive a post card followed by a customer notification letter, and there will also be press releases, flyers, presentations, and notices to raise awareness of program launch and how to opt out if you so choose. He reiterated that the decision to participate in the program is voluntary and the person who gets to make that choice is whomever is paying the electricity bill. For example, if you're a renter and you pay your electricity bill, it is your choice whether or not you want to enroll. If your electricity bill is included in your rent and the landlord pays, then the landlord has the enrollment choice. Mr. Roche highlighted that, even after launch, you can leave the program at any time without penalty.

In summary, Mr. Roche stated that the plan aims to provide the individual choices the community was looking for based on survey results, give the city of Keene control over its energy supply for the first time ever, and focus on achieving the city's renewable energy goals with competitive prices.

b. **Public Comment**

Chair Hansel opened up the meeting for public comments.

Patricia Martin of 17 Farrar Road in Rindge, NH asked if the Keene 50% Local Green option is 50% over the state Renewable Portfolio Standard (RPS). Patrick Roche stated the percentages will all be above the state standards, so 50% on top of the state standards, and the same for 100%. He further explained that if you were in the 100% product option, you would be causing demand that exceeds your usage for renewable energy and that would be real renewable energy that is generated and put onto the electricity grid. Mr. Roche added that moving forward they will be clear about how much higher the product is over the state standards, and will be sure to show the total and how that extra breaks down into different components of renewable energy standards.

Chuck Weed of 28 Damon Court in Keene, NH asked about the community power program working with other municipalities in the community power aggregation, and wondered if Cheshire County could be included in that realm of possibility. He also mentioned that when he speaks of wind as a renewable energy source to people who are not familiar with the concept, they often think he's supporting Texas corporations. Mr. Weed hoped they could obtain local renewable resources and support local corporations, and wondered if the community power committee will make a distinction on this topic. Mr. Roche answered that the program will focus on NH Class 1 renewable energy, which can't come from Texas. He went on to say that it

has to come from New England or be fed onto the New England grid from eastern Canada or New York. In terms of partnering, Mr. Roche stated the City of Keene could partner with any other community power program, whether it's at the county, city or town level, so Cheshire County could be a possibility.

Bob King of 42 Hurricane Road in Keene, NH expressed his excitement about the energy efficiency component of the program and thanked the committee for their efforts. He reported, for full transparency, that he is a potential energy supplier to the City of Keene. Mr. King asked why there is a Keene basic product being offered, given that the goal of the city is to get to 100% renewable energy. Mr. Roche answered that they want to recognize different economic situations and are aware that they will eventually need to move everyone to 100% renewable energy, but want to have a place for people who need to be as cost-effective as possible. He also noted that it's been successful with past programs to have a place for everybody. Rhett Lamb agreed with that answer, stating it is important to the city that they roll this program out in a way that reflects everyone's economic situation. Chair Hansel added that the results of the survey indicated some people just wanted the best rate they could get and weren't concerned about percentage of renewables. He mentioned that they need to be responsible to those individuals and by keeping them in the program it's more likely that they can work with them moving forward, towards the goal of 100% renewable energy.

Mr. King next asked if the use of Renewable Energy Certificates (RECs) were going to be part of meeting the city's goal, or is it that 100% of renewables means 100% of kilowatt hours. Mr. Roche stated they will make sure any claims of using renewable energy will be backed up by the purchase and retirement of renewable energy certificates. Mr. King asked if that means they might import some ISO LMP energy, and if so, would they then match it with the same number of RECs? Mr. Roche replied yes, at least to start, it's typically unbundled purchase of power and then purchasing the certificates that they need to make the renewable energy claims.

Mr. King then asked if the city will only be buying Class 1 RECs or energy associated with Class 1 RECs. He stated he has local hydro, which is Class 4, and wondered if that has a place in the program? Mr. Roche replied that the focus of the plan is for extra renewable energy to be NH Class 1, but it doesn't preclude the city from doing other things. He added that if there are opportunities to support local projects there is room to do so, but in general the idea is to support new renewable energy. Chair Hansel added that the plan gives the City Manager authority to make deals with local power suppliers.

Bruce Norlund of 267 Gilsum Street in Keene, NH asked if the City of Keene has plans to buy electric vehicles. Chair Hansel stated that electric vehicles come under another part of their purview, not necessarily related to community power but definitely related to their (Keene's) Sustainable Energy Plan. He added that there's a whole section of that plan which applies to transportation, noting that they have about 29 years to achieve the goal of 100% renewable in the transportation sector, but there has already been some discussion surrounding the topic. Mari Brunner added that the City's Fleet Services Division of Public Works is currently exploring the option of purchasing electric vehicles, but there are no current set plans. She stated that they do have a few hybrid vehicles and use 20% bio diesel fuel for all city vehicles, but don't have any pure electric vehicles or plans to purchase them as of now. Chair Hansel added that, although electric vehicles are not addressed directly in the community power plan, as people start to change transportation, heating and cooling from fossil fuels to electricity, it will provide more kilowatt hours to the community. This could all be handled by the community power program so it is related and will become more important as people start to make those decisions in the future.

Jake Pipp of 11 Bergeron Avenue in Keene, NH asked how they plan to understand the survey results. In particular, the survey question where people chose either the option of no renewable energy, or more renewable energy as long as it didn't increase cost. He wondered if there were comments that came with the survey results that would further indicate the thinking behind which options were chosen. For example, could it be that those who chose no renewable energy didn't carefully read the next option, which was renewable energy without an increase in cost, or do they assume that those individuals are just anti-renewable energy whether it cost more or not? Daria Mark stated that was a great question and that there seems to be a general consensus that renewables are very expensive, which could have played into the responses of people who are in lower income brackets and are price sensitive. She added that this is another reason why they offer the basic option; it allows them to keep people in the program and continue communication with them, including sharing of rates and comparisons to Eversource. She also mentioned a calculator that will be up on the program website once they have final rates, with the goal to help educate around renewable energy and cost. Ms. Mark concluded by stating that if they have a high percentage of participants adding 5 or 10% in the default product, it creates a significant impact on renewable energy in the region and still keeps the price competitive. With outreach and education they hope they'll be able to get the message across that you don't have to sacrifice one to get the other.

Scott Maslansky of 37 Royal Avenue in Keene, NH thanked everyone for their hard work. He expressed concern about the 50% and 100% options, noting that the price does go up with those options so the perception there

will likely be that renewable energy costs more. He added that education for the community will be helpful to carefully address those perceptions. Mr. Maslansky also stated that the titles for the 50% and 100% options don't seem to work well because of the fact that they are 50% or 100% above the renewable portfolio standard, so the number doesn't match the total percent being offered. Mr. Roche responded that the names they have in there are place holders and are one of those things from a marketing perspective that they can tweak without re-approving the plan. He also added that he appreciates the feedback so the committee can review and make appropriate changes. He addressed the perception of cost concern, stating that with opt-up options they tend to address those by highlighting the benefits and not leading with the cost, and will be sure to do that when educating the community. Chair Hansel stated they've had prior discussions about what the 50% and 100% options really mean, and stated the renewable energy portfolio will be changing its percentage over time, so it's hard to put a figure on those percentages. They will need to clarify this in presentations to the public to carefully explain what they will be getting with the 50% and 100% options.

Bruce Norland stated that he has a hybrid and electric car and asked what they think the effect will be as more cars are using electric power in Keene. Patrick Roche stated there could be some positive effects because there's a volume piece to pricing electricity as well as a load profile, as in when are you using power. He went on to say that at night, power often dips low and electric vehicles could improve the load profile if charges are happening overnight. Mr. Norland stated he charges his car at his house so net metering or different rates at different times of the day would be helpful.

At 1:01 PM Mari Brunner noted that quorum had been lost.

Chair Hansel stated members of the community could contact them directly with questions or come to the next public hearing later that day at 6:30pm. He thanked everyone for being there and went over the next meeting dates and times.

3) Upcoming Meetings

- a. **Tuesday, March 30, 2021 at 6:30 pm (public hearing)**
- b. **Friday, April 2, 2021 at 8:00 am**

4) Adjourn

Chair Hansel adjourned the meeting at 1:02 PM

Respectfully submitted by,
Nicole Cullinane, Minute Taker

Reviewed and edited by Mari Brunner, Planner

City of Keene
New Hampshire

AD HOC COMMUNITY POWER COMMITTEE
MEETING MINUTES

Tuesday, March 30, 2021

6:30 PM

Remote Meeting via Zoom

Members Present:

Peter Hansel, Chair
Councilor Mike Giacomo
Dr. Ann Shedd
Paul Roth

Staff Present:

Mari Brunner, Planner
Rhett Lamb, Community Development
Director

Members Not Present:

Dan Belluscio

Guests:

Patrick Roche, Good Energy
Daria Mark, Good Energy
Emily Manns, Standard Power
Bob Hayden, Standard Power

Chair Hansel read a prepared statement explaining how the Emergency Order #12, pursuant to Executive Order #2020-04 issued by the Governor of New Hampshire, waives certain provisions of RSA 91-A (which regulates the operation of public body meetings) during the declared COVID-19 State of Emergency.

1) Call to Order and Roll Call

Chair Hansel called the meeting to order at 6:32 PM. Roll call was taken.

2) Public Hearing: City of Keene Community Power Plan

a. **Consultant Presentation** –

Chair Hansel introduced the Keene Community Power Committee, Keene Community Development Department staff and Community Power consultants. He provided some background behind establishing this team by mentioning that the City of Keene had an objective of becoming a 100% renewable energy community by 2030 for electricity, and by 2050 for thermal and transportation energy. As a result of this goal, the City appointed this Ad-hoc Community Power Committee and in November of 2020 they hired consultants from Good Energy and Standard Power to help with the project and creation of a Community Power Plan. Chair Hansel went on to provide a timeline overview of the committee's activity thus far. He stated that they began the process of developing the plan with a series of public meetings in December of 2020 and shortly after launched a survey aimed at gathering information from the public and increasing awareness. In January of 2021 they finalized the survey results and used them to begin working on a draft Community Power Plan. Another series of public

meetings were held later that same month and a first draft of the plan was completed and made available to the public in February of 2021. Chair Hansel stated they are currently in the review process, which includes these public hearings and obtaining feedback from the community.

Chair Hansel then introduced Daria Mark from Good Energy to present an overview of the Community Power Plan.

Daria Mark from Good Energy started her presentation by highlighting Community Power basics. She explained that there are two parts to an electricity bill, the delivery and the supply. Delivery includes all parts required to get electricity to you such as wires, trucks and poles. She informed the audience that the delivery portion will remain the same, noting that they will still receive a single bill from Eversource. She explained that what will change with the Community Power Plan is the supply portion. In NH you have the option to choose your own energy supply, so the city of Keene is buying electricity in bulk for residents, which results in cost savings and local control. Ms. Mark stated the plan will bring about more supply options so consumers can select a choice that best suits their household.

Ms. Mark then went over outreach, which she stated included a survey asking the community what they'd want to see in the Community Power program. They did this through digital avenues, such as social media and the Community Power website, as well as newspaper ads. Ms. Mark added that the Community Power website has the aforementioned presentations from January and detailed information about survey results for anyone interested. She stated one of the most telling survey questions was an attempt to tease out how much interest there was in renewable energy and how that played out against price. Ms. Mark showed a graph with the results of this question which demonstrated a strong interest in renewable energy, as well as the feedback that the community wanted cost options. She mentioned that the survey feedback is reflected in the options they presented in the draft plan. Ms. Mark reminded everyone that they can learn about the program via email updates and can easily sign up for those on the City of Keene website.

Patrick Roche from Good Energy then reviewed program implementation steps. He started off by saying they will work with the committee to review all public comments received and incorporate those into the Community Power Plan as they see fit. He went on to say that in the beginning of April 2021 the committee will need to vote to approve a final plan. They will then move into the summer and fall period when the City Council will vote to adopt the plan. This process will also include rulemaking and review by the Public Utilities Commission (PUC) per the amendment of HB 315. He reminded everyone that HB 315 was very restrictive, so the city of Keene and the consulting team worked with the sponsor of the bill to come up with

an amendment that would satisfy all parties. That law adds the requirement that the PUC must review and improve the Community Power plan, and they have 60 days to do so. Mr. Roche noted the amendment to HB 315 could become law sometime in the summer and review by the Public Utilities Commission will hopefully take place by late fall. Once they have those approvals they will be looking to identify favorable market conditions to go out to bid for electricity supply, which will put them in place to launch the program in the winter of 2021 or early 2022.

Mr. Roche then went on to review key aspects of the Community Power draft plan. He reiterated that the plan is firmly grounded in the City of Keene's goal to get to 100% renewable electricity by 2030. The first key aspect he covered was economic and environmental value. Mr. Roche stated they want as many people as possible to participate in the program so it has to offer both affordability and meaning, something people can afford and feel good about.

The next key aspect was flexible framework and tools. Mr. Roche stated that not everyone in the community is the same; there are different abilities to pay and different levels of interest in the program, so they aimed to provide options for everyone. They also want to take advantage of other tools, such as supporting rooftop solar and energy efficiency programs to both reduce and clean up the power supply.

Next was harnessing community ideas and resources. Mr. Roche stated they want to have constant conversations with the community to uncover what they are valuing about the program and what could be added to further increase value.

He then discussed crafting solutions and removing barriers by stating that the City of Keene and the committee have already been engaging in conversations at the state level with regards to policy and restrictive laws. The plan is to continue these efforts which could include fighting to increase the renewable portfolio standard and exploring new potential with grid modernizations and smart meters.

Lastly, Mr. Roche spoke to leading by example and collaboration. He stated that Keene is going to hopefully show the way for other communities. They also want to partner with other communities to increase the scale of purchases and bring about more competitive prices for everyone.

Mr. Roche then moved on to discuss extra renewable energy, stating that the focus of this program is on NH Class 1 which is called "new renewable energy." He explained that this means it has to have been built after 2006 and come from New England, NY or eastern Canada, and is primarily wind, solar, incremental new small hydro, anaerobic digestion, or biomass. He

noted that this aligns with the Environmental Protection Agency's definition of green power. Mr. Roche further explained that all of the offerings in the program will meet the state's minimum renewable portfolio standard, but some of the products will purchase extra renewable energy, which will focus on NH Class 1.

Mr. Roche then spoke about the 4 electricity supply products that will be offered in the plan. He stated the program will automatically enroll eligible members into the default product unless they opt-out. The goal of this product, named Keene Local Green, is to increase renewable energy use while maintaining competitive rates compared to the utility. Mr. Roche then went over the three optional products in the program. The first being Keene Basic, the most competitive and lowest cost option, which will just meet the state's minimum renewable energy requirements. For people who want to use a lot more clean energy and have a bigger impact, there will be the Keene 50% Local Green, which would add 50% of extra renewable energy on top of the state's renewable energy requirements. Then they have the Keene 100% Local Green adding 100% on top of the state's renewable energy requirements. Mr. Roche stated with the default product, Keene Local Green, they are likely looking at the extra renewable energy being 5 or 10 percentage points, and hopefully increasing that over time.

Next, Mr. Roche touched on the monthly cost difference between these products, based on a typical household and relative to the default product. He explained that if you move into Keene Basic you save around \$3 per month. If you choose the Keene 50% Local Green option you will pay around \$10 extra per month, and around \$23 extra for the Keene 100% Local Green product. Mr. Roche noted that these numbers are based on current pricing in today's market and they will reassess these when they are going out to bid after program launch. These numbers also assume 10% extra renewable energy in the default option and an average household energy consumption of 7,500 kWh/year.

Mr. Roche mentioned net metering next, stating the program will seek to offer the same or better terms than Eversource. He explained that net metering is a way to provide economic credit to those who have their own solar systems that send electricity back to the grid. He noted that if there are differences between the Community Power program and Eversource, they will make sure it is very clear in their communications so people can make the most informed choice about whether or not they want to participate in the program.

With regards to energy efficiency, Patrick Roche stated that the program aims to promote existing efficiency efforts, such as NH Saves, and over time look to directly fund efficiency efforts to supplement other benefits out there. He also mentioned that the survey results showed a lot of

opportunities around Keene and across income levels for energy efficiency, noting that most people hadn't done an energy audit and reported that they could benefit from energy efficiency measures.

Mr. Roche stated the plan has the option for Keene to explore group buying opportunities, which would mean Keene working with other communities if it would benefit the program. He went on to say that each community would have their own plan and own product choices, but they would come together for the bidding opportunity to have a bigger scale and pooled buying, which would help everyone achieve more competitive prices. As they move through the approval process, they will assess if there are opportunities to work with others.

Mr. Roche then moved on to program enrollment, stating the program will have voluntary participation with automatic enrollment. He explained that this means the program is open to any electricity customer in Keene; however, if you are a customer of Eversource you are eligible to be automatically enrolled in the default product, unless you opt-out. To check if your supplier is Eversource, Mr. Roche instructed everyone to look at their electricity bill under the supply section where it will say "Eversource" under supplier. He went on to say that everyone who is eligible will receive a postcard followed by a customer notification letter, and there will also be press releases, flyers, presentations, and notices to raise awareness of program launch and how to opt out if you don't want to participate. Mr. Roche highlighted that, even after launch, you can leave the program at any time without penalty.

In summary, Mr. Roche stated that the plan's key considerations are to offer a range of choices with a mix of competitive costs and renewable energy, to bring local control over electricity supply to Keene for the first time ever, and to combine competitive prices with support for local renewable energy.

b. **Public Comment**

Chair Hansel opened up the meeting for public comment.

Bruce Norlund of 267 Gilsum Street in Keene, NH inquired about the opportunities for an individual home owner to install solar cells and sell to the utility. Mr. Roche stated that initially they will, at a minimum, give the same opportunities as are already in place with Eversource, and hopefully offer better incentives over time. He explained that when you produce extra energy it accrues in an account that you can draw from later so you're getting the value of that extra energy, and the Community Power program will have this at the start.

Ruth Goldstein of 61 Laura Lane expressed her support and excitement over the program, stating she is looking forward to being able to participate.

Suzanne Butcher of 44 Felt Road in Keene, NH commented that she is excited about such a great program. She inquired about the pricing and how it compares to other renewable energy programs. She mentioned Arcadia, a third party electricity supplier that likely uses energy supply from the Midwest, stating that they offer their 50% product for no additional charge, and their 100% product for about \$10 extra per month. Mr. Roche replied that there is some very cheap renewable energy in certain markets, like the Midwest and Texas, and the program could have gone that route; however, the idea behind this program is supporting and helping the growth of renewable energy within their region. He explained that, in New England, when someone is developing a renewable energy project they have to look at both the value from the electrons and the renewable energy certificates because they need both of them to make the project economically viable. Whereas in places like Texas, the value of the electrons alone are enough to make the project economically viable, which allows them to sell renewable energy credits at very low rates. The Community Power program could buy those low cost credits for Keene, but it wouldn't help to expand renewable energy here in New England and as locally as possible. Mr. Roche stated that part of the education and outreach of the program will seek to make this concept very clear and will explain how the impact of the renewable energy source is different.

Nancy Gillard of 72 Reservoir Street in Keene, NH stated her household has already chosen 100% renewable energy for the past couple of years, recognizing that it's not local, so they like the local focus of this program and applauded the team for explaining the components so clearly. Mrs. Gillard went on to state that she's interested in hearing more about the energy efficiency piece and the mention of possibly funding some energy efficiency efforts over time. Mr. Roche stated energy efficiency is often overlooked, so the program will do a lot of education and outreach on the topic. He mentioned that there is also the possibility for part of the program rate to include a small fee that goes into a fund specifically for energy efficiency. He brought up the idea to have grants for individuals going through the NH Saves program to help with the cost, noting that it may be that they could target certain income levels. Mr. Roche added that this energy efficiency focus will not be proposed right at the start of the program because they want to focus on the core pieces first, and not add too many other costs.

Mr. Roche asked Emily Manns from Standard Power to speak to this. Ms. Manns began by mentioning that energy efficiency is an important aspect of the energy plan. She stated the current situation with NH Saves is that the docket is open at the PUC for the 2021 programs, which means the funding is being held up. She went on to explain that there is an opportunity for people interested in promoting energy efficiency to provide comments at the

PUC. For anyone interested in furthering funding for energy efficiency in the state, she provided the docket number of EE20092. Ms. Manns also mentioned that there will be significant gas price increases in Keene for the upcoming summer, noting that energy efficiency can make an even bigger difference in that situation.

Councilor Mike Giacomo wondered, in light of upcoming increases in gas prices, whether there is a mechanism in place such that if people are enthusiastic about energy efficiency that they can help subsidize those that anticipate struggling with cost increases. Mr. Roche replied that is a great idea and stated the products as envisioned don't have that built in currently. He added that they are in some ways constrained to the Eversource billing system, but it could be something they add in an efficiency fee, but would have to decide whether they'd want to do that right away with program launch or wait. He mentioned another idea of doing cross-promotion with efficiency and connecting people who want to help with those in need that way.

Bob Hayden from Standard Power stated they could make a small, direct investment to help develop solar projects and also have a charitable fund, putting them both on the website. He mentioned that they are just starting to look at how to retain these types of funds in the communities, and thinks they will have better answers soon. Mr. Hayden stated that it's a great idea and could be a keystone for financing other things such as efficiency, weatherization and heating projects. He added that it could be part of the second phase for the program but that there may also be some time to spend on the website features while the PUC does their rulemaking.

3) Update on status of HB 315, "Relative to the aggregation of electric customers"

This item was tabled to the next meeting.

4) Next Meeting: Friday, April 2, 2021 at 8:00 am

Chair Hansel mentioned the upcoming meeting on April 2, 2021. He thanked the presenters and committee for their hard work and thanked everyone for attending the hearing.

5) Adjourn

Chair Hansel adjourned the meeting at 7:21 PM

Respectfully submitted by,
Nicole Cullinane, Minute Taker

Reviewed and edited by Mari Brunner, Planner

CITY OF KEENE
NEW HAMPSHIRE

MEMORANDUM

Date: April 6, 2021
To: Ad-hoc Community Power Committee
From: Mari Brunner, Planner
Re: Written public comments regarding the draft City of Keene Community Power Plan

Background

City staff have received several written comments from members of the public regarding the draft City of Keene Community Power Plan dated February 2, 2021. These comments were submitted either by email or by using the online comment form on the Keene Community Power website (www.KeeneCommunityPower.com).

Attached to this memo, please find the written public comments that have been received by staff as of April 6, 2021.

From: [Bob King](#)
To: [Peter Hansel](#); [Mari Brunner](#); [Rhett Lamb](#)
Subject: Comm Power follow up
Date: Tuesday, March 30, 2021 1:36:25 PM

Thank you for that most informative meeting! Just wanted to clarify my question about “why Keene Basic rate”. I totally understand that we can’t all afford EV’s, solar panels and more expensive green energy.

But because the other low cost rate (no change compared to PSNH default) is available, and because community power is opt out instead of opt in, it seems to me we’re not likely to lose too many <\$50K folks. I just question whether we should keep sending the message that energy can be even cheaper than it is. Cheap energy (not including externalities) is why we are in the mess we find ourselves.

I respect that you all have studied the local energy polling results, and I for one don’t know anything about marketing. So I will stand down regarding this Keene Basic rate even if I don’t agree with it.

best,

Bob

From: [Patrick Roche](#)
To:
Cc: [Mari Brunner](#)
Subject: Re: Keene Community Power Inquiry
Date: Thursday, April 1, 2021 9:28:58 AM

Hi Matthew,

Thanks for your submission. As you noted, the Keene Community Power program seeks to create a default electricity supply that is both cleaner and cheaper than the utility. We will source that electricity as close to Keene as possible, but the Program will not require any development of solar on homes in Keene. Instead, the decision to install solar on your house or business will remain completely individual. The program aims to provide the same kind of incentives for installing residential solar as Eversource currently provides, so that residential solar customers are not worse off.

If you have any questions, please let me know, and thanks for your comment.

Best,

--

Patrick Roche

Director of Innovation, New England

Good Energy, L.P.

1 Beacon St, 15th Floor, Boston, MA 02108

P: 617-202-0797 M: 617-710-0615 | patrick@goodenergy.com | www.goodenergy.com

On Tue, Mar 30, 2021 at 4:46 PM Keene Community Power Program

<support_nh@goodenergy.com> wrote:

Dear Matthew Burrows,

Thank you for your interest in the Keene Community Power Program. We have received the following submission:

Name

Matthew Burrows

Email

Phone

+

I am a

Keene resident

Comment or Message

While I'm all for having cheaper electricity, as well as energy from a renewable source. I am not for having solar panels on my house at an ridiculous price tag. Lithium batteries do last a lot longer than traditional lead batteries. For the capacity needed the expense is way outside what the average citizen can afford. Once these batteries have ended their lifetime usability what are we supposed to do with them? They aren't recyclable yet, and highly toxic. I do think that if we add a cheaper source heating fuel like natural gas which out of all the fossil fuels burns the cleanest and most efficient it would benefit our city much better. I have plenty of people in my neighborhood burning wood, oil, propane which can be very dirty and expensive depending on which you use.

If your inquiry requires a response, we will be in touch with you shortly.

- Keene Community Power team

Sent from [Keene Community Power](#)

From: [Patrick Roche](#)
To: [Mari Brunner](#)
Subject: Fwd: Keene Community Power Inquiry
Date: Thursday, April 1, 2021 9:31:57 AM

Mari,

Not sure this comment requires a response. I'm happy to draft something that focuses on the respondent's ability to choose the Basic option or opt out of the program. Let me know what you think. FYI, we got an undeliverable from our auto-response, so we may not be able to reach him.

Patrick

----- Forwarded message -----

From: **Keene Community Power Program** <support_nh@goodenergy.com>
Date: Wed, Mar 31, 2021 at 11:30 PM
Subject: Keene Community Power Inquiry
To: <>
Cc: <support_nh@goodenergy.com>

Dear Michael Secore,

Thank you for your interest in the Keene Community Power Program. We have received the following submission:

Name

Michael Secore

Email

Phone

I am a

Keene resident

Comment or Message

Are you kidding me !??? Your really believing in this Democrat / Green new deal Agenda that is costing more money and having more pollution added to the environment . No way can we as a country afford this. All of the "green " energy ideas have failed and went bankrupt. Money given away for nothing. It takes a tremendous amount of space to put up windmills and solar panels that break down all the time

. Tons of forest have to be cut down for this terrible idea. They also freeze up I'm winter. Look up Texas. It cost way too much and we still have to dig for material to make windmills and solar panels which put way more pollution into the air than coal. Not for this agenda ! Wake up

If your inquiry requires a response, we will be in touch with you shortly.

- Keene Community Power team

Sent from [Keene Community Power](#)

From: [Patrick Roche](#)
To: [Mari Brunner](#)
Subject: Fwd: Keene Community Power Inquiry
Date: Tuesday, March 30, 2021 1:35:15 PM

Hi Mari,
We got the note below that's supportive of the program. It asks about the City budget, so we thought that you might be best equipped to respond to it.

Best,
Patrick

----- Forwarded message -----

From: **Keene Community Power Program** <support_nh@goodenergy.com>
Date: Thu, Mar 25, 2021 at 8:43 PM
Subject: Keene Community Power Inquiry
To: <>
Cc: <support_nh@goodenergy.com>

Dear Michele Chalice,

Thank you for your interest in the Keene Community Power Program. We have received the following submission:

Name

Michele Chalice

Email

Phone

I am a

Keene resident

Comment or Message

Thank you for this plan. I support all of it's provisions but in particular, adequately fund Southwestern Community Services Weatherization Assistance Program with a City Budget Line Item subsidizing 75% of recommended WEATHERIZATION actions for Low income Keene Residences. Simple EFFICIENCY is the cheapest and most effective way to improve not only the quality of life but also the daily budget as well as our community's air quality and overall use of the power grid.

As well I support the independent, renewable power grid for our hospital and possibly emergency services.

Thank you

If your inquiry requires a response, we will be in touch with you shortly.

- Keene Community Power team

Sent from [Keene Community Power](#)

From: [Michele Chalice](#)
To: [Mari Brunner](#)
Subject: Re: Keene Community Power Program
Date: Wednesday, March 31, 2021 1:12:36 PM

Thank you Mari.

My understanding, and I could be wrong, is that the program is over-subscribed and underfunded.

I don't particularly care who is "supposed" to fund them. I was looking for the smoothest, least cost way to "weatherize" more low-income residential buildings. Maybe it's possible to augment their funding with City funding?

Please feel free to modify my request in any other, better way to fund additional, low-income weatherization in the City.

As you know, higher efficiencies = less demand/less cost.

I also support a Residential Battery Storage Project.

Thank you for all of your work on this.

M

On Wed, Mar 31, 2021 at 12:00 PM Mari Brunner <mbrunner@ci.keene.nh.us> wrote:

Hi Michele,

Thank you for submitting a comment on the Keene Community Power website on March 25. The consultants referred your comment/question to staff, since part of it relates to the City budget. I will also share your comment with the Community Power Committee, which will discuss the draft plan at their meeting on Friday at 8:00 am.

With respect to energy efficiency as it relates to the Community Power program, as written the draft Community Power plan states that the program will focus on cross-promoting existing efficiency/weatherization programs in the near term (including the SCS Weatherization Assistance and NHSaves), and over time, the program could build up a fund to directly support energy efficiency and weatherization for program participants.

I spoke to Natalie Darcy in the City Human Services Department, and she informed me that the City currently gives Southwestern Community Services \$60,000 per year, including \$10,000 in outside agency funding and \$50,000 for homeless shelter funding. I took a look at the SCS website, which states that the SCS weatherization assistance program is funded by grants from the US DOE and US Dept. of Health and Human Services LIHEAP program.

Please, feel free to reach out if you have any further comments or questions on the draft Community Power Plan.

Best,

Mari

Mari Brunner

Planner, City of Keene

Community Development Dept.

(603) 352-5440

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--

Fb.me/HealthyHomeHabitats

www.FabulousVisions.com

From:
To: ["Mike and Diane Metell"](#)
Cc: [Mari Brunner](#)
Subject: RE: Community Power Meeting
Date: Wednesday, March 31, 2021 9:37:10 AM

Hi Mike,

Thanks for attending the hearing and for your comments which I am forwarding to Mari to become part of the record. I'm sorry that you didn't get a chance to ask them at the hearing where you could have gotten more informed answers, but we'll see if anyone from Good Energy or Standard Power can get back to you.

Peter

From: Mike and Diane Metell <>
Sent: Tuesday, March 30, 2021 1:46 PM
To:
Subject: Community Power Meeting

Hi Peter,

I was able to attend the Community Power Meeting today up to 1:00 PM. Like last meeting, you ran it well and was very informative.

I used my computer which is convenient to watch, but unlike my I-PAD does not allow my communication. I would like to provide you some of my comments:

1. Lower Cost "Keene" Option – I very much agree with the committee that this option must be available for challenged Keene residents or for residents that just don't believe in green energy. I was glad to see it to be slightly less than Eversource, although I think that could be challenging to do. My input would be if you can't match the Eversource price, you offer Eversource as part of the package, so folks don't have to "shop" for that option. Making it convenient for your best personal option (including not picking the "Keene" option) will be a big selling point, and is "value-added" over what is available now.
2. Bait and Switch – One thing that I don't like about the current "competition" is that once you are in, you can't get out without a lot of communication and phone hold times with the new supplier. Even the straight-forward suppliers don't want to let you go, and the common-on rate, is always much cheaper than the ongoing rate. Your committee mentioned that you can leave anytime. I believe that option to be extremely valuable, and people will stay put if they know they are getting a fair shake.
3. Income Feedback Graph- As one caller mentioned, this was an interesting graph. As I recall, the greater than \$100K bunch had a bigger % no-vote than the \$50-\$100K bunch. Via your current offering, this < \$100K segment can be swayed by both \$\$\$ and green performance

over time. Providing confidence in the optioned product may eventually persuade them.

4. From my perspective, multiple rate options for green energy, is much more effective than carbon credits. Our grid set-up allows us to buy green energy and be reasonably assured that we are getting it, particularly if we monitor/audit it regionally as was mentioned in the meeting. I've read about countries planting trees in other countries for carbon credits, yet have no control if those trees are cut down, or as what is really going on.
5. Other States Efforts – I am aware that Mass has various compacts (e.g. Cape/Islands Coop), that truly do control price and probably green energy use. I'm not sure what benchmarking your team has done with those groups. Any feedback?

Thanks in advance-----Mike

From: [Councilor Raleigh Ormerod](#)
To: [Mari Brunner](#);
Cc: [Rhett Lamb](#)
Subject: Well Done in Community Power Public Input Session
Date: Tuesday, March 30, 2021 1:10:33 PM

Peter, Mari,

I listened in to the public input today, and thought it went really well with thoughtful and well-intentioned input from the community. Appreciated the way you ran the meeting.

I was wondering about the need for offering more price tiers because it tends to re-enforce the idea that we have to pay more for sustainably-sourced power. That's not really true. The middle man takes the profit no matter what.

However, I do also understand from market dynamics that we don't control the distribution lines, so we have to develop the local market, and we don't want to leave anyone behind as Rhett stated so well.

Raleigh

Raleigh Ormerod

Keene City Councilor, Ward 1

Finance, Operations, and Personnel Committee

From: [Bob King](#)
To: [Peter Hansel](#); [Mari Brunner](#); [Rhett Lamb](#)
Subject: Thoughts on Keene Draft CPP
Date: Friday, April 2, 2021 3:59:08 PM

Dear Community Power Committee:

First, let me apologize for coming late to the party. I didn't realize how close you were to sending the Community Power Plan (CPP) to City Council, and I appreciate that you are taking time to receive these additional comments. I offer these both as a concerned citizen of Keene, and as a potential supplier of renewable electricity to the City.

KWH vs RECs

Long before there were Renewable Energy Certificates (REC), there were kilowatt hours (KWH). It is KWH that do useful work in the homes and businesses of Keene, not RECs. The CPP does not make a distinction between the two. It reads as if solely purchasing RECs would allow Keene to meet its energy and climate goals. The city's Resolution R-2018-36 reads "all electricity consumed shall come from renewable sources". It doesn't say the electricity shall come from a digital analog. RECs have a little bit in common with another virtual product, Bitcoin. They both require energy to mint, and they both only exist as bits and bytes in a server somewhere.

Taken to the extreme, the City could sign an Energy Supply Agreement (ESA) with a company that procures 100% of its energy from coal fired generation, pays the Alternative Compliance Payments (ACP) to meet the New Hampshire RPS requirements, and then buys Class 1 RECs as needed to satisfy the "50% Local Green" and "100% Local Green" products. In this example, there is not a single KWH *committed to Keene* that is actually generated by a renewable source. Please consider revising the CPP to require that the City make an effort to purchase some of its *actual energy* from *actual green producers*, and not just purchase RECs as a proxy.

More on RECs

RECs certainly have their place in greening the energy supply, but it's worth remembering where they came from. RECs were first conceived as a way to recognize and reward the environmental *benefits of renewables*, since politicians have not been willing to monetize the environmental *costs of fossil energy*. RECs have helped new renewables to be constructed (Class 1). And RECs have helped existing renewables to stay in business at a time when the spot market price for energy has been dropping steadily (Class II-IV, state dependent). The CPP already opens the door to other Classes (page 11, second paragraph) but perhaps it should be more explicit about including other classes. Keeping a 30 year old renewable generator running is just as important as building a new one (and much cheaper, thus the price differential of 2:1 for Class 1 versus Class IV- at least in NH for most of 2020).

What is Local

The CPP proposes four Electricity Supply Products, three of which include "Local" in their names. I do not see a hard definition of "local" in the draft plan, though on page 8, top paragraph, there is a reference to New Hampshire and New England. When folks around here talk about "buy local", I don't think they mean northern Maine or Nantucket Sound. I think they mean the Monadnock Region. Perhaps the Plan could be more explicit about what it means to be local.

Competitive Supplier

I was a little surprised to see the Plan envisions only one energy supplier to the City. I have worked with several municipal utilities in Massachusetts, all of whom have multiple suppliers. Yet I appreciate the simplicity, especially for a new program like Keene's, of having one supplier. I also now understand why the City may prefer a short (1-2 year) commitment to a supplier versus the 5-10 year power purchase agreements that are more common for small renewable generators.

If the City wants to include local renewable suppliers in the CPP, it probably needs to be explicit in its ESA RFP. It may need to include a carve-out for local projects both operating (like various hydros) and in the pipeline (like Wastewater Treatment Plant solar & others).

Energy Mix

We all know the greatest knock on renewables: intermittency. For the time being, net metering in NH allows small renewables (<1000KW) to use the grid as an infinite battery that is only reset once a year. Load and supply don't have to line up. But as this situation intensifies, the PUC, at the behest of utilities and the ISO, will likely start drilling down on net metering and move towards real time pricing. This will require a more balanced profile of load and supply. Hydro is 24-7 but diminishes in the summer. Solar is diurnal and peaks in the summer. This isn't to say we won't need batteries or other storage, but the hydro/solar complement helps reduce the imbalance between load and supply.

Thank you for considering these points.

Bob King
42 Hurricane Rd.
Keene

Bob King, P.E., Pres.
Ashuelot River Hydro, Inc.
Sugar River Power LLC
42 Hurricane Rd.
Keene, NH 03431
o: (603) 352-3444
c: (603) 903-5348

CITY OF KEENE
NEW HAMPSHIRE

MEMORANDUM

Date: April 6, 2021
To: Ad-hoc Community Power Committee
From: Mari Brunner, Planner
Re: Draft City of Keene Community Power Plan dated April 5, 2021

Background

The City's Community Power consulting team have prepared a revised draft of the Keene Community Power Plan, dated April 5, 2021, which incorporates some of the public comments that were received during and after the March 30, 2021 public hearings. A redline version of the draft plan dated April 5, 2021 is attached to this memo, along with a clean copy. Included below is a summary of the proposed changes in this document:

1. **Sources of Renewable Energy Credits (RECs):** The language for the likely sources of the additional RECs in our first contract was modified to make it clear that local renewable energy generated within the "greater Monadnock region" could also be included (along with NH Class I RECs).
2. **Unbundled and Bundled RECs:** The plan was revised to clearly allow for bundled or unbundled RECs. Formerly, section VI.a., "Issue an RFP for power supply and select a competitive supplier" was divided into two subsections, one for power and compliance RECs and one for voluntary RECs. These two sections have been combined so that power, compliance RECs, and voluntary RECs are all under the same section, giving the City the ability to procure them bundled or unbundled.
3. **Multiple suppliers:** In response to concerns raised by a member of the public, language has been added to explicitly allow multiple suppliers (for example, one for residential and small commercial and one for large industrial). The City anticipates using a single supplier to start, however this will provide flexibility for future contracts.
4. **Definition of "local":** Language throughout the plan has been modified to clarify what is meant by the term "local" in different contexts (e.g. "renewables that are on the ISO New England electricity grid," or "within or as close as possible to Keene in New Hampshire."

CITY OF KEENE
DRAFT
COMMUNITY POWER PLAN



~~February 2~~April 5, 2021

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I. Community Power Goals and Vision

The City of Keene will develop and implement its Community Power Program (“Program”) as described in this Community Power Plan (“Plan”).

Community Power creates new electricity supply choices for Keene residents and businesses with the potential for cost and environmental benefits beyond that of the Default Service supply from the utility, Eversource. Instead of simply utilizing Eversource’s electricity supply, Keene will bundle together the electricity needs of its residents and small businesses and put out a bid for an electricity supplier to provide the necessary electricity at competitive prices. With Community Power, the City is able to make strategic decisions about when to solicit bids, lock in fixed pricing for multiple years, and increase the amount of renewable energy above the existing statewide minimum. Eversource will continue to manage billing and maintain wires and poles.

Community Power is part of the City’s comprehensive climate and energy planning process. One of the primary goals of Keene’s process, embodied in the City Council’s 2018 Resolution R 2018-36, is to achieve 100% renewable electricity use:

“It is the goal of the City of Keene that all electricity consumed in the City will come from renewable energy sources by the year 2030 and that 100% of all thermal energy and energy used for transportation come from renewable energy sources by the year 2050. This goal will apply to the entire Keene community, not just municipal government operations.”

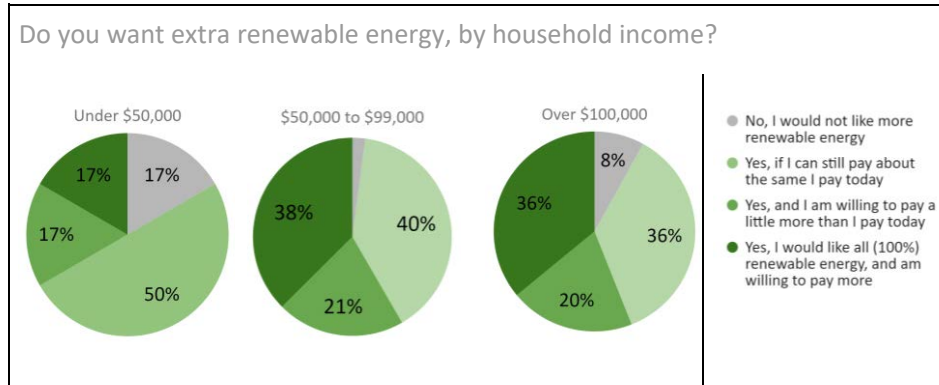
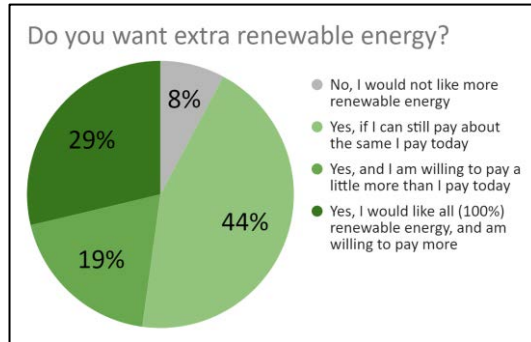
Keene’s climate and energy planning process also seeks to support equity, energy efficiency, job creation, and climate resilience and preparedness.

To establish specific goals and a vision for the Program, the City held information sessions and surveyed community members to ask about their priorities and preferences. While individual opinions differed, there was strong support from the majority of survey respondents from all income classes and age groups for five community priorities related to electricity supply:

- Choice for electricity options
- Control of electricity costs
- Competitive rates and lower bills
- Increased local renewable energy
- Local jobs

Particularly strong among respondents was support for renewable energy. As shown at right, over 90% of all respondents indicated a desire for extra renewables, and almost half indicated a willingness to pay more for extra renewables.

The desire for extra renewable energy generally held across age and household income brackets, with the strongest support overall in the middle income bracket, as shown below.



Detailed survey results can be found in **Exhibit I**.

The Keene community goals translate into the following goals for Keene’s Community Power Program:

1. Establish a standard (or default) electricity supply product that delivers economic value via competitive rates, uses more renewable energy, and supports the growth of local renewable energy [as defined in Section V.b. on our regional electricity grid](#).
2. Increase the contribution of renewables toward 100% renewable electricity *for the entire program* by 2030, using optional products, tools and incentives that include:
 - Provide optional electricity supply products with alternative renewable electricity amounts (for example, 100%). Options afford individual participants the opportunity to meet higher renewable goals immediately and increase the overall

-
- renewable energy impact of the Program;
- Catalyze the development of ~~local~~ distributed energy resources [within Keene](#), such as rooftop solar, by providing enhanced net metering and other incentives;
 - Explore opportunities to support the development of and utilize new renewable energy supply at utility scale within our region; and
 - Support energy efficiency initiatives to reduce total Program electricity demand and costs for participants;
 - Explore, and implement when possible, other tools and incentives successfully established elsewhere in New Hampshire, in other states or around the world (for example, time-of-use rate structures).
3. Engage the community to bring new ideas and resources into the Program, through every means possible, over the life of the program. Also engage the community to assess how benefits of the program can be allocated equitably.
 4. Work with regulators, utilities and suppliers to craft solutions and remove barriers to harnessing all cost-effective solutions, especially recognizing that increased electrification will be part of the solution toward 100% transportation and thermal renewable energy by 2050.
 5. Expand the Program's impact by empowering other communities with similar goals. This includes sharing information and materials to help launch other programs as well as evaluating regional buying groups as to whether they provide greater cost savings to all participants through economies of scale.

The vision for Keene Community Power is to launch a timely Community Power Program that provides community members with attractive choices and substantially enhanced renewable energy options at competitive prices, and opens a new promising community path to 100% renewable electricity in 2030.

Community Power is emerging as a leading strategy to reach multiple community goals efficiently and equitably. The City of Keene looks forward to refining this vision for meeting our 100% renewable energy goals and all of Keene's goals that are impacted by energy choices.

II. Process to Develop and Approve Plan

Before implementation, the Plan must be reviewed and approved by the Community Power Committee ("Committee") and adopted by the Keene City Council. The Committee will ensure that the Program satisfies all of the statutory requirements, including that the Plan provides universal access, reliability and equitable treatment for all classes of customers. This Plan was developed to demonstrate that the Program of the City satisfies all the requirements necessary for approval by the Committee and adoption by the City Council.

This plan was developed through the following process, consistent with New Hampshire Revised Statutes Annotated (RSA) 53-E:

1. Creation of Community Power Committee
2. Creation of a Draft Plan with public hearings,
3. Approval of Plan by Community Power Committee,
4. Adoption of Plan by City Council, and
5. Submission of Final Plan to Public Utilities Commission.

Please see **Exhibit I** for detail on these steps.

III. Customer Participation

III.a. Applicable classes of customers

The Community Power Program will be available for the residential, commercial and industrial classes of electricity customers as defined by City’s electric distribution company, Eversource (“Applicable Classes”). See Eversource for current classes: <https://www.eversource.com/content/nh/residential/my-account/billing-payments/about-your-bill/rates-tariffs>

III.b. Universal access

The Plan provides for universal access for all customers by guaranteeing that all customer classes will be included in the Program under equitable terms.

All retail electric customers will have access to the Program. All customers receiving Default Service supply will be eligible for automatic enrollment in the Program, and they will be automatically enrolled in the Program unless they choose to opt out.

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

As required by the statute, there shall be equitable treatment of Applicable Classes within the Program.

III.c. Equitable treatment

The community power statute requires equitable treatment of all classes of customers subject to any differences arising from varying opportunities, tariffs and arrangements between different electric distribution utilities in their respective franchise territories. This does not mean that all classes of customers must be treated “equally,” but rather that similarly situated classes of customers be treated “equitably.”

Among applicable classes of customers, the Plan makes three distinctions.

First, the Program will distinguish among customer classes by soliciting separate pricing for each of the same customer classes the electric distribution utility uses for the distribution service.

Second, the Program will distinguish between customers receiving the default product and customers that affirmatively choose an optional product. Customers selecting an optional product will be charged the price associated with that product.

Third, the Program will distinguish between customers that join the program through an automatic enrollment process (i.e. customers who do not choose to opt-out) and customers that affirmatively elect to join the program.

- Customers that join through an automatic enrollment process include a) the initial customers at the start of the program and b) new customers that move into the City after the program start-date. All initial customers will receive the standard program pricing for their rate class. Among new customers, the Program will distinguish between new residential and small commercial customers, who will receive the standard program pricing, and all other commercial and industrial customers, who may receive pricing based on market prices at the time the customer joins the Program.
- Finally, customers that affirmatively elect to join include two types of customers: a) customers that did not become part of the Program initially because they were being served by a Competitive Supplier but then later join the Program; and b) customers re-joining the Program after having previously opted out. Those customers that were being served by a Competitive Supplier at program initiation but who later join the Program will be treated the same as new customers – residential and small commercial customers will receive the standard program pricing and all other commercial and industrial customers may be offered a price based on the then-current market rates. All customers that join the Program after having previously opted out may be offered a price based on then-current market rates rather than the standard contract price. This distinction is designed to limit any incentive for frequent switching back and forth between the Program and Default Service of the electric distribution utility.

III.d. Reliability

Reliability has both physical and financial components. The Program will address both through the Electricity Supply Agreement (“ESA”) with the Competitive Supplier. From a physical perspective, the ESA commits the Competitive Supplier to provide all-

requirements power supply and to use proper standards of management and operations. All-requirements power supply includes all of the electrical energy, capacity, reserves, ancillary services, transmission services, transmission and distribution losses, congestion management, and other such services or products necessary to provide firm power supply to Program participants and meet the state's Renewable Portfolio Standard [and any additional renewable energy requirements of the default or optional products](#). The electric distribution utility will continue to remain responsible for delivery service, including the physical delivery of power to the customer, maintenance of the delivery system, and restoration of power in the event of an outage. From a financial perspective, the ESA requires the Competitive Supplier to pay actual damages for any failure to provide supply at the contracted rate (i.e., to pay the difference between the contract rate and the utility supply rate). The ESA requires the Competitive Supplier to maintain insurance and the Request for Proposals for a Competitive Supplier will require that an investment-grade entity either execute or guarantee the ESA. Accordingly, the Program satisfies the reliability requirement of the statute.

Commented [1]: This change supports the option for bundled and unbundled REC and power procurement as "all-requirements" power supply is referenced in procurement section below.

IV. Organizational Structure

Community Power Committee (CPC): The Finance, Organization and Personnel Committee, a standing committee of the City Council, voted to request that the Mayor constitute an ad-hoc Community Power Committee, as the designee of the Mayor and as established under RSA 53-E:6, to develop and approve a Community Power Plan for submission to and adoption by the City Council, as the legislative body of the City. The Committee will develop a draft plan, hold public hearings on the plan to solicit public input, revise the draft plan based on that input, and ultimately submit an approved Plan to the City Council. See **Exhibit I** for detail on the public input process.

City Council: In accordance with RSA 53-E:7, the City Council, as the legislative body of the municipality, will be the body to adopt the Community Power Plan after it has been approved by the Community Power Committee. The City Council will review and approve any proposed amendments to the Plan.

City Manager: The City Manager is designated by the City Council to provide direct management and oversight of the Plan on behalf of the City. The City Manager, or their designee(s), shall regularly meet with the Community Power Consultant for the purpose of providing oversight of the Plan and shall make recommendations to the City Council on Plan amendments. The City Manager shall authorize the issuance of bids for power supply and shall negotiate and execute a Electric Service Agreements ("ESA") consistent with the products and goals described in this Plan.

Community Power Consultant: The Community Power Consultant will manage certain Program activities under the direction of the City Manager. Their responsibilities will

include managing the supply procurement, developing and implementing the public education plan, interacting with the electric distribution utility and monitoring the supply contract. Through a competitive procurement process the City has selected the partnership of Good Energy, L.P. and Standard Power (“GE/SP”) to provide these services.

Competitive Supplier: The Competitive Supplier will provide power for the Program, provide customer support including staffing a toll-free number for customer questions, and fulfill other responsibilities as detailed in the ESA. The Competitive Supplier shall be required to enter into an individual ESA with the City under terms deemed reasonable and appropriate for the retail electric customers by the City Manager.

Buying Group: The City 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 City shall be represented by the City Manager, or their designee, on the executive committee of the Buying Group. The City, through the City Manager or their designee, shall select a Competitive Supplier based on the needs of the City and shall not be required to select the same terms or Competitive Supplier as other members of the Buying Group.

Retail electric customers: Retail electric customers shall include all electric customers taking distribution service of electricity located within the geographic boundaries of the City of Keene.

V. Electricity Supply Product Options

V.a. Default and Optional Electricity Supply Products

The Program intends to offer the following electricity supply products. Any retail electric customer that joins through an automatic enrollment process, shall be enrolled into the Program’s default product, unless they affirmatively choose to enroll in any of the optional products.

| | Default Product (Automatic enrollment) | Optional Products | | |
|----------------------|---|---|--|--|
| Product Name | Keene Local Green | Keene Basic | Keene 50% Local Green | Keene 100% Local Green |
| Product Goals | Increase renewable energy use while maintaining | Most competitive rate (no increase in renewable | Significant increase in renewable energy | Largest increase in renewable energy use (e.g. |

| | | | | |
|--|-------------------|-------------|----------------|-------|
| | competitive rates | energy use) | use (e.g. 50%) | 100%) |
|--|-------------------|-------------|----------------|-------|

- Default Product

- **Keene Local Green:** The Program intends to offer Keene Local Green as its default product. The Keene Local Green product has a goal of maintaining rough cost parity with Eversource’s Default Service supply while including extra renewable electricity above the Renewable Portfolio Standard (“RPS”) required in New Hampshire. The exact amount of extra renewable electricity will be determined after the receipt of bids from competitive suppliers. It is expected to include 5-10% extra renewable energy in the initial ESA. It is the City's goal to increase this amount in subsequent ESAs, while maintaining cost parity with Eversource’s Default Service. This product is intended to include as much local renewable energy electricity produced by renewable energy generating resources located in New Hampshire and New England as possible, as defined in Section V.b. (e.g. New Hampshire Class I). Including additional renewable energy in this product enables customers to have a meaningful impact on the reduction of greenhouse gas emissions through the support of local renewable energy sources.

Commented [2]: The changes here are to support the definition of "local" in V.b. below and avoid duplicative definitions

- Optional Products

- **Keene Basic:** Some customers may feel that the amount of new, renewable energy required by the RPS in New Hampshire is sufficient to fulfill their renewable energy objectives. This product offers the same amount of renewable energy as Default Service from Eversource as required by the RPS of New Hampshire. Keene Basic will be the lowest cost option in the Program.
- **Keene 50% Local Green:** For customers that want more renewable electricity than is offered by Keene Local Green, this product offers up to 50% local renewable energy electricity above the RPS. The City reserves the right to adjust the amount of renewable energy to be included with this product and that amount will be the same for all customers choosing this option. This product enables customers who chose this option to have a more meaningful impact on the reduction of greenhouse gas emissions through the support of local renewable energy sources.
- **Keene 100% Local Green:** For customers that want more renewable electricity than is offered by Keene Local Green, this product offers up to 100% local renewable energy above the RPS. City reserves the right to

adjust the amount of renewable energy to be included with this product and that amount will be the same for all customers choosing this option. This product enables customers who chose this option to have a more meaningful impact on the reduction of greenhouse gas emissions through the support of local renewable energy sources.

The Program reserves the right to adjust product names as needed.

Commented [3]: Thought it was useful to make this totally clear.

The Program notes that it cannot guarantee savings for any of its products compared to the utility Default Service rates, because utility Default Service rates may not be known for the entirety of any Program supply contract.

Any charge for the additional renewable energy would be included in the rate submitted to the electric distribution utility or be purchased separately as Renewable Energy Certificates (“RECs”) from a third party. RECs are the accepted legal instrument used to track renewable energy generation and to substantiate claims of renewable energy use. For every one megawatt-hour (MWh) of renewable electricity that is generated and fed onto our electricity grid, one REC is created. In order to claim the use of a certain quantity of renewable energy, one must hold and retire an equivalent quantity of RECs. Retiring a REC ensures that there can be no double counting of renewable energy (i.e. no one else may claim to use the same REC one it has been retired).

V.b. Green & Local Definitions

The term “Green” means that the product contains additional renewable energy, substantiated through REC retirement, above that required by state law.

“Local” means that the additional RECs come from renewable energy sources that are part of our ISO-New England electricity grid. This means the sources are located in New England or the energy is imported as allowed by ISO-New England from locations such as New York or eastern Canada. This stands in contrast to some electricity supplies that obtain RECs from national sources (e.g. Texas) in which the electricity is not part of our ISO-New England electricity grid.

In its procurement, as described in Section VI.a, Keene seeks to support renewable energy generation located within Keene or as close to Keene in New Hampshire as possible. Keene also seeks to support the growth of renewable energy, thereby displacing fossil fuels and reducing greenhouse gas (GHG) emissions.

Commented [4]: Defining "local" as well as "green"

V.cb. NH Class I Renewable Energy

New Hampshire Class I renewable energy is known as “new renewable energy”. The State requires all electricity supplies to include a minimum quantity of Class I renewable energy, and that amount increases annually (currently plateauing after 2025). This increasing requirement, along with similar requirements in other New England states, has

been a major driver of the growth of renewable energy in our region. If the Program voluntarily purchases additional Class I renewable energy at significant scale, Keene will augment this growth even further.

Class I renewable energy can come from wind, solar, small hydroelectric, biomass, methane, as well as hydrogen and ocean thermal, tidal or wave energy. These categories align with the Keene Energy Plan's support for "Green Power" as defined by the US Environmental Protection Agency (EPA). All Class I renewable energy must have started operation after January 1, 2006 and must be physically delivered to our regional electricity grid, which means it can come from New England, New York or eastern Canada.

- Additional detail on NH Class I renewable energy, as well as the other classifications of renewable energy covered by the New Hampshire Renewable Portfolio Standard, may be found at https://www.puc.nh.gov/Sustainable%20Energy/Renewable_Portfolio_Standard_Program.htm
- Additional detail on EPA's Green Power definition can be found at <https://www.epa.gov/greenpower/what-green-power>.

As described above, the City intends to purchase a portion of the RECs from renewable energy generators and include these RECs in a renewable energy product. If RECs are obtained through the Competitive Supplier, any charge for these RECs would be included in the same rate submitted to the electric distribution utility.

VI. Operation

The implementation of the Community Power Program requires extensive interaction between the City, the Competitive Supplier, and the electric distribution utility.

Following adoption of the Plan by the City Council, 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 an opt-out notice
- c. Enroll customers and provide service, including quarterly notifications and annual reporting
- d. Plan for program evolution

These steps are described in the sections below.

VI.a. Issue an RFP for power supply and select a competitive supplier

V.l.a.i Power supply and REC to meet the State standards

~~After adoption of the Plan by the City Council, the next step is to procure a contract for power supply.~~

Commented [5]: We now have a single procurement section, rather than separating out 1) power and compliance RECs and 2) voluntary RECs

Commented [6]: This was redundant, so removed to be concise.

The City, under direction of the City Manager or its designee, will solicit bids from leading competitive suppliers, including those currently supplying community power programs in New England and other states. In seeking bids from competitive suppliers, the City may solicit bids for 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:

- Registration with the New Hampshire Public Utilities Commission (NHPUC)
- Strong financial background
- Experience serving the New England competitive market or community power programs (also known as municipal aggregations) in other states
- Demonstrated ability, supported by references, to provide strong customer 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 power supply at a fixed price
- Allow customers to exit the program at any time with no charge
- Agree to specified customer service standards
- Comply with all requirements of the NHPUC and the electric distribution utility

The City will solicit price bids from suppliers that meet the threshold criteria and agree to the terms and conditions of the ESA. The City will request bids for a variety of term lengths (e.g. 12, 24, 36 or 48 months) and for power from different sources. The City Manager, or their designee(s), will determine the appropriate level of renewable energy to be included with the default product and the optional products based upon their assessment of market conditions and what would be in the best interest of retail electric customers at the time of the solicitation. As noted in Section V.a., all claims of renewable energy use will be substantiated by the supplier obtaining and retiring the appropriate quantity of RECs. The City 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 City may seek RECs from a variety of renewable energy sources; may elect to procure from those sources RECs, power or both; and will choose the best combination of environmental benefits and price. All additional RECs, above those required by the RPS, are initially expected to be New Hampshire Class I eligible RECs or RECs from sources located within the greater Monadnock region.

Commented [7]: removed "or a third party". We want everything to be recording in NEPOOL because that means it exists on our electricity grid.

The City may provide customers with renewable energy generation source information through a variety of vehicles including the program web site, content disclosure labels and the customer notification letter.

In consultation with its Community Power Consultant, the City Manager, or its designee, will evaluate the bid results including price, term and source. Whether the City 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 City to select the same price, terms or supplier as other members of the Buying Group. If a bid is satisfactory, the City Manager, or its designee, shall execute an Electric Service Agreement (“ESA”) with the selected supplier(s). The City reserves the right to select supplier(s) per customer class (as distinguished in Section III.c. to ensure equitable treatment). If none of the bids is satisfactory, the City will reject all bids and repeat the solicitation for bids as often as needed until market conditions yield a price that is acceptable. The City will only accept a bid that enables it to launch the Program with a price, terms and characteristics that meet the criteria set by their municipal officials.

VI.a.ii. Renewable Energy Credits for a renewable energy product

In addition to soliciting bids for power supply that meet the required New Hampshire Renewable Portfolio Standard (RPS) obligation, the City intends to solicit bids for a supply of RECs for its renewable energy products. RECs, as defined in Section V, Product Options, are required to be purchased and retired in order to substantiate any claim of renewable energy use. It is the goal of the City to support the growth of renewable energy in its product offerings, thus contributing greater renewable energy resources to our regional electricity grid and reducing greenhouse gas (GHG) emissions. Keene also seeks to support renewable energy as locally as possible. The City Manager, or their designee(s), will determine the appropriate level of renewable energy products to be included with the default product and the optional products based upon their assessment of market conditions and what would be in the best interest of retail electric customers at the time of the power supply solicitation. All RECs, above those required by the RPS, are initially expected to be New Hampshire Class I eligible RECs. The City may seek RECs from a variety of renewable energy sources and will choose the best combination of environmental benefits and price.

The City 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 or be certified by a third party. The City may provide customers with renewable energy generation source information through a variety of vehicles including the program web site, content disclosure labels and the customer notification letter.

Commented [8]: This language was just moved up to the previous section (procurement) and/or the Green/Local definition section and edited slightly to make the flow work with the other text.

VI.b. Implement public information program including an opt-out notice

An Education and Outreach Plan is required to fully inform and educate potential customers and participants in advance of automatic enrollment in the Community Power Program. Customers, including customers with limited English language proficiency and disabilities, must be informed that they would be automatically enrolled in the Program and that they would have the right to opt-out of the Program without penalty. The purpose of the Education and Outreach Plan is to raise awareness and provide retail electric customers with information concerning their opportunities, options and rights for participation in the Program.

The Education and Outreach Plan (**See Exhibit II**) consists of five components:

i. Initial Outreach and Education: This will be conducted after the selection of a Competitive Supplier and prior to arrival of the customer notification letter. It is intended to promote general awareness of the upcoming program, minimize any questions generated by the arrival of the customer notification letter and maximize recipients' ability to make an informed choice about their participation in the Program. This effort will include information about the goals of the Program, the basic terms and conditions including renewable energy components, and the opt-out process.

ii. Customer Notification Letter: In addition to the initial outreach and education initiatives, a customer notification letter (also known as an opt-out notice) will be mailed to every retail electric customer on Default Service with the electric distribution utility. This letter will contain all details on the products offered by the Program; explain that the customer will be automatically enrolled in the default product unless they choose otherwise; have instructions for how to not participate (opt out) via web, phone or a pre-addressed envelope included with the letter; and instruction for how to enroll in an optional Program product.

iii. Opt-Out Period Education & Outreach: The opt-out period will last a minimum of 30 days from the date of mailing of the customer notification letter. After the customer notification letter has been sent, the City will continue its education and outreach to afford residents and businesses the opportunity to learn more and find answers to key questions relating to their decision to opt out or enroll in one of the optional products of the program. This will include, at a minimum, a public information meeting within 15 days of the mailing of the customer notification letter.

iv. Timeline and Preliminary Marketing Plan for Launch: This component identifies the steps the City intends to take in marketing the Program including identification of media and other community resources, examples of education and

outreach documents, and an expected timeframe for the outreach effort.

v. Ongoing Outreach & Education: This component describes the expected outreach and education activities following Program launch. Key elements include:

- Program goals and performance, particularly as they relate to progress towards the City’s ambitious short- and long- term goals for renewable energy, particularly for 2030 and 2050.
- On-going campaigns to recruit participation into its optional product(s) that contain more renewable energy than required by law (“Opt up campaigns”). Increasing participation in these products will serve the City’s goals to expand new renewable energy and increase overall renewable energy use; AND
- Promotion and support of the NHSaves energy efficiency program, and future energy efficiency and weatherization programs

The attached Education and Outreach Plan (**Exhibit II**) describes in detail the City’s anticipated outreach efforts, including a timeline.

VI.c. Enroll customers and provide service

i. Enroll Customers: After the conclusion of the opt-out period (i.e. no sooner than 37 days from the date of the postmark of the opt-out notice), the Competitive Supplier will enroll into the Program all retail electric customers on Default Service with the electric distribution utility who did not opt out. All enrollments and other transactions between the Competitive Supplier and the electric distribution utility will be conducted in compliance with the relevant provisions of New Hampshire Public Utilities Commission regulations, Terms and Conditions for Competitive Suppliers, and the protocols of the New Hampshire Electronic Business Transaction (EBT) standards.

ii. Provide Service: Once customers are enrolled, the Program will provide all-requirements power supply service. The Program will also provide ongoing customer service, maintain the Program web site, and process customer enrollments, ongoing opt outs, and customer selections of optional products. The Program will provide Energy Source Disclosure labels to participants as required by RSA 378:49.

Prior to the expiration of the initial ESA, the City intends to solicit a new power supply agreement, as described in **Section XIII. Method of Terminating and Entering Agreements with Other Entities**. If the City elects not to enter into a new power supply agreement, participating customers would return to Default

Service as described in Section XV. Extensions or Termination of Program.

When new customers move into the City, they will receive a customer notification letter detailing the Plan and an opt-out card. At the end of the opt-out period they will be enrolled in the Program unless they elect to opt-out. New customers may proactively enroll by contacting the Program directly.

iii. Annual Report: On an annual basis, the City Manager, or its designee(s) will report to the City Council on the status of the Community Power Program, including the number of customers enrolled and opting-out, kilowatt-hour usage, customer savings, participation in renewable energy products, and such other information as the City may request. The information for this report will be prepared by the Community Power Consultant, and the Community Power Consultant will assist or lead in presenting to the City Council as desired by the City Manager.

iv. Data Portal: The Community Power Consultant will make available to the City Manager and its designee(s) a secure, password-protected cloud-based data portal that provides the ability to run reports on key program metrics and performance.

VI.d. Plan for program evolution

City seeks to continually improve the program and progress towards its long-term goals. To this end, the Community Power Consultant and City will regularly assess new opportunities such as technologies, services, regulatory policy changes, and more for their applicability to the program. Community Power Consultant will develop appropriate strategies to integrate these opportunities into the Program. Community Power Consultant will support the City to present new opportunities to the City Council for their consideration and approval, if amendments to the Plan are needed.

VII. 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 implementation fee that will be paid by the Competitive Supplier to the Community Power Consultant, as specified in the ESA. This implementation fee will cover the services of the Community Power Consultant, including developing the Community Power Plan, managing the supply procurement, developing and implementing the public education plan, providing customer support, interacting with the electric distribution

utility, monitoring the supply contract, and providing ongoing reports.

VIII. Rate Setting and Other Costs to Participants

The Program is offered on an opt-out basis, such that eligible customers will be automatically enrolled unless they proactively choose to opt out.

As described above, the power supply charges of the Program will be set through a competitive bidding process and will include the implementation fee and applicable taxes pursuant to the ESA. Prices, terms, and conditions may differ among customer classes, which classes will be the same as the Default Service customer classes of the electric distribution utility. The frequency of price changes will be determined through the competitive bid process. The City expects to solicit bids for a number of different contract terms. Prices may change as specified in the winning bid and customers will be notified of price changes through media releases and postings on the Community Power Program website.

Regulatory events, such as new or altered requirements for the Renewable Portfolio Standard, or new taxes may result in a direct, material increase in costs during the term of the ESA. In such cases, the City 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 City will notify customers of the change in price by issuing a media release and posting a notice in City Hall and on the program website. The City shall also notify the NHPUC Consumer Services and External Affairs Division prior to implementation of any change in the Program price related to a regulatory event or new taxes. Such notice shall be provided prior to notifying customers and will include copies of all media releases, postings on the City and Program websites and any other communications the City intends to provide to customers regarding the price change.

The Program affects only the electricity supply charges of the customers. Delivery charges will be unchanged and will continue to be charged by the electric distribution utility in accordance with tariffs approved by the NHPUC.

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

IX. Net Metering Compensation

In accordance with RSA 362-A:9, II, the Program may determine the terms and conditions for net metering. In order to support the development of distributed energy

resources within Keene, the Program will seek to offer net metering terms and conditions - for standard, alternative and group net metering - equal to or better than that provided on Default Service. To this end, the Program will evaluate the net metering terms and conditions offered by competitive suppliers as part of the procurement and bid selection process.

To ensure net metering customers can make a fully informed decision on their participation in the Program, the Program will tailor all education and outreach materials to clearly communicate any and all differences between the net metering value and operation provided by the Program and Default Service.

Additionally, the Program will evaluate how any proposed or implemented changes to the utility metering or billing infrastructure may create new opportunities to enhance the net metering benefits.

X. Electric Assistance Program and other discounts

The New Hampshire Electric Assistance Program (EAP) provides qualifying customers with a discount on their monthly electric bill. The New Hampshire Legislature authorized funding for this statewide program as part of electric utility deregulation. All electric utility ratepayers support the statewide EAP through the System Benefits Charge (SBC) portion of their electric bill.

The EAP for income-eligible customers that may qualify for a discount off their monthly electric bill would continue for participants in the Program. The level of discount depends on household income, household size and electricity usage.

The EAP discount does apply to the Supplier Services portion of an electric bill when a customer chooses an independent supplier for their electricity needs. The participants in the Program who are enrolled in the EAP will receive their discounts by the same method they presently receive their discount. Participation in the Program is independent of enrollment in the EAP and does not impact the EAP discount.

Other discount programs administered by Community Action Programs that address the needs of low-income residents would continue for participants in the Program.

XI. Aggregating Municipalities & Buying Group

Participating in a buying group may offer the potential for the City to expand its buying power for greater economies of scale and to support the City's goal of acting as a regional leader, supporting other municipalities to access the benefits for Community Power. Keene will evaluate opportunities for such a buying group before issuing a bid for

competitive supply. See **Section VI.a. Issue an RFP for Power Supply and Select a Competitive Supplier** for details on the implementation of a buying group.

Additionally, the City reserves its right, in accordance with RSA 53-E:6, I, to join with other municipalities or counties for its Community Power Plan and implementing its Community Power program. Any changes to the Community Power Plan must be reviewed and approved by the City Council.

XII. Promoting Energy Efficiency

In addition to supporting cost-competitive and cleaner electricity, the City seeks to leverage the Community Power Program to help reduce energy use. This will initially take the form of cross-promoting awareness of efficiency programs through the Program's education and outreach. The Program will also evaluate opportunities for direct support of energy efficiency.

Promotional education will focus on existing energy efficiency and conservation programs, such as New Hampshire's Weatherization Assistance Program for low-income households and the New Hampshire Saves (NHSaves) program, which provides customers with information, incentives and support designed to save energy, reduce costs, and protect our environment statewide. NHSaves is funded by electric and natural gas ratepayers and delivered by Eversource, Liberty Utilities, New Hampshire Electric Cooperative and Unitil to make homes, businesses and towns more sustainable and more comfortable places to live and work, both now and in the future. Through NHSaves customers can receive a Home Energy Assessment. The assessment identifies energy-saving opportunities in the home and provides the customer with an energy report. The report includes information on equipment rebates and no-cost products, as well as access to 0% financing and a limited time offers, such as up to 100% off approved insulation. The assessment can also include delivery of energy-saving products recommended by the Energy Specialist, such as LED light bulbs, advanced power strips, and thermostats that can be installed right away to start saving money and energy.

If and when additional energy efficiency and conservation programs or initiatives become available, the Program will evaluate how to incorporate them into its promotional outreach and education.

XIII. Method of Entering and Terminating Agreements with Other Entities

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

The City 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 Community Power Consultant. Customers will be notified of subsequent ESAs through press releases and public notices. The transfer of customers from the existing supplier to the new supplier will be coordinated with the electric distribution utility using established Electronic Data Interchange (EDI) protocols.

If the City determines that it requires the services of a Community Power Consultant after expiration of the existing agreement with GE/SP, it will evaluate opportunities to solicit a Community Power Consultant individually or as part of a group of municipalities aggregating the electric load of their respective customers. The City will solicit proposals for, and evaluate, potential Community Power Consultants using a competitive procurement process or alternative procedure which the City determines to be in the best interest of its customers and consistent with all applicable local, state and federal laws and regulations.

XIV. 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 toll-free number of the Competitive Supplier; 2) contacting the electric distribution utility and asking to be returned to Default Service; or 3) enrolling with another competitive supplier.

All participants will have available to them the customer protection provisions of the law and regulations of New Hampshire, including the right to question billing and service quality practices. Customers will be able to ask questions of and register complaints with the City, the Community Power Consultant, the Competitive Supplier, the electric distribution utility and the NHPUC. As appropriate, the City and the Community Power Consultant will direct customer complaints to the Competitive Supplier, the electric distribution utility or the NHPUC.

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.

XV. Extensions or Termination of Program

At least 90 days prior to the end of the term of the initial ESA, the City will solicit bids for a new supply agreement and plans to continue the program with the same or new competitive supplier.

Although the City 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 City to dissolve the program effective on the end date of the existing ESA. In the event of termination, customers would return to the Default Service of the electric distribution utility, unless they choose an alternative competitive supplier. The City will notify customers of a planned termination of the program through media releases and postings on the Program website.

The City will notify the electric distribution utility of the planned termination or extension of the Program. In particular, the City will provide the electric distribution utility 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 City will also provide notice to the NHPUC 90 days prior to a planned termination, which notice shall include copies of all media releases, City Hall and website postings and other communications the City intends to provide customers regarding the termination of the Program and the return of participants to Default Service.

In the event of the termination of the Program, it is the responsibility and requirement of the Competitive Supplier to return the customers to Default Service of the electric distribution utility in accordance with the then applicable EDI rules and procedures.

XVI. Planned Schedule

The planned schedule below is presented for illustrative purposes. The final schedule will be established once the Program has received all necessary approvals.

| Day | Action or Event |
|-----|---|
| 1 | Issue RFP for Competitive Supplier |
| 31 | ESA executed between City and Competitive Supplier |
| 32 | Competitive Supplier notifies electric distribution utility to prepare retail electric customer data of the City; broad-based educational campaign begins |
| 33 | Competitive Supplier begins EDI testing with electric distribution utility. |
| 44 | Competitive Supplier receives retail electric customer data from electric distribution utility |
| 48 | Competitive Supplier, at its expense, mails opt-out notice and reply cards with pre-paid envelopes to all retail electric customers, identifying the return |

| | |
|----|---|
| | date by which the reply card envelopes must be mailed and postmarked |
| 51 | Retail electric customers receive opt-out notice in the mail |
| 63 | Competitive Supplier completes EDI testing with electric distribution utility. |
| 81 | Return date by which customers deciding to opt-out must mail a reply card in pre-paid envelope to Competitive Supplier. |
| 85 | Competitive Supplier removes all retail electric customers who opt out from the eligible list |
| 85 | Competitive Supplier sends “supplier enrolls customer” EDI for all participating customers. |
| 90 | Service begins as of each customer's next meter read date |

XVII. Conclusion

Keene’s Community Power Program meets all of the requirements of the Community Power law, including providing universal access, a reliable power supply and treating all customer classes equitably. The City looks forward to launching the Program and pursuing the benefits of a competitive power supply, renewable energy, and electricity choice for its retail electric customers.

Exhibit I - Historical Overview

1. Creation of Community Power Committee

On June 18, 2020 the Keene City Council approved the formation of an Ad-Hoc Community Power Committee (CPC). From City Council Minutes June 18, 2020:

FOP REPORT - COMMUNITY POWER PROGRAM & AD HOC COMMUNITY POWER COMMITTEE – ASSISTANT CITY MANAGER/COMMUNITY DEVELOPMENT DIRECTOR

The Mayor brought forward the Finance, Organization and Personnel Committee report recommending that the Mayor be requested to constitute an ad-hoc Community Power Committee to develop a Community Power Plan for submission to the City Council in accordance with RSA 53-E. A motion by Councilor Powers to carry out the intent of the report was duly seconded by Councilor Hooper. The motion passed on a roll call vote with 15 Councilors present and voting in favor.

APPOINTMENT OF AN AD HOC COMMUNITY POWER COMMITTEE

The Mayor appointed an ad hoc Community Power Committee that would be charged with developing a community power plan for the citizens of Keene. The appointments from the Mayor included: Dr. Ann Shedd, Peter Hansel, Paul Roth, Jeffrey Titus, Michael Giacomo and Daniel Belluscio. A motion by Councilor Powers to confirm the appointments was duly seconded by Councilor Bosley. On roll call vote, 15 Councilors were present and voting in favor. The appointments were confirmed.

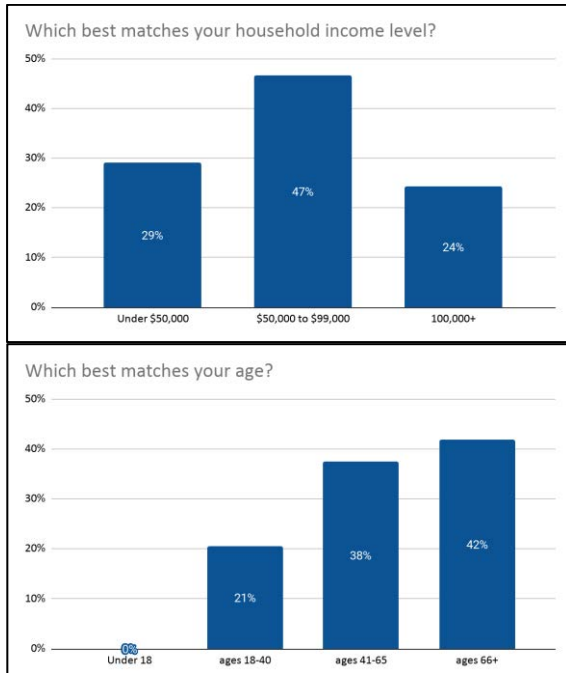
2. Creation of a Draft Plan with public hearings

The Committee, supported by City Staff and the Community Power Consultant, held two public information sessions on December 8, 2020 to promote awareness of the development of a Community Power Plan and to begin gathering input. Also on December 8, 2020, the Committee released a community survey open for approximately one month through January 7, 2021. The survey was available online and via paper in the Monadnock Shopper News. The online survey and the City's website, KeeneEnergyPlan.com also hosted two educational videos about Community Power. KeeneEnergyPlan.com has hosted additional educational resources about Community Power, including an FAQ page, podcast and interviews with municipal leaders from active community power (also known as municipal aggregation) programs, such as Medford, Massachusetts.

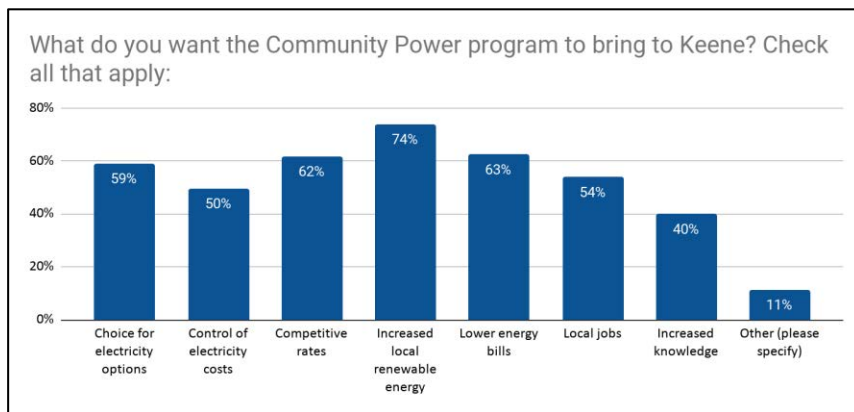
The survey received 126 responses, 97 online and 29 in paper via the Monadnock Shopper News. Key survey findings:

- 86% of respondents currently receive supply from Eversource Default Service. Such customers would be eligible for automatic enrollment in the program.

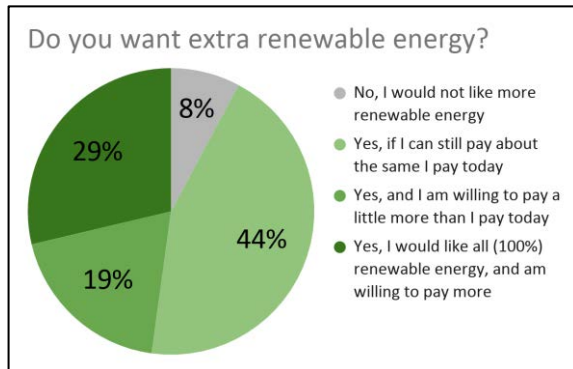
- The survey had a well-distributed diversity of household income groups and age, as shown below:



- Respondents identified a range of benefits they are interested in with Community Power:

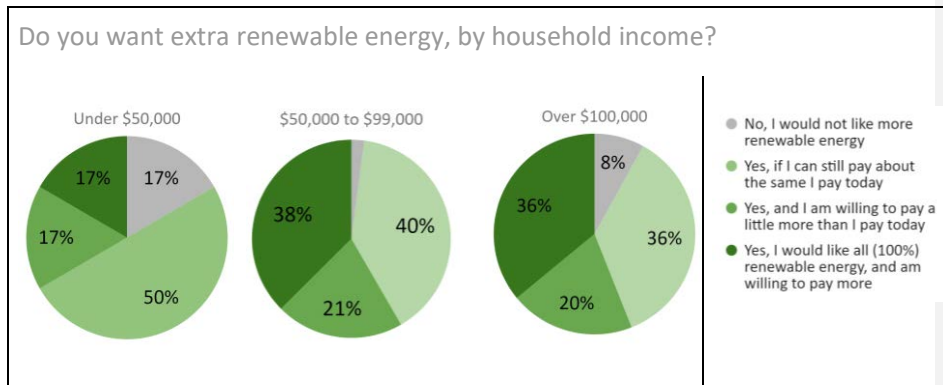


- 92% of respondents were interested in including more renewable energy in their electricity. Of those interested, roughly half (45%) sought extra renewable energy if they could pay about the same they pay today. The other half (55%) was willing to pay a little or a lot more for extra renewable energy.

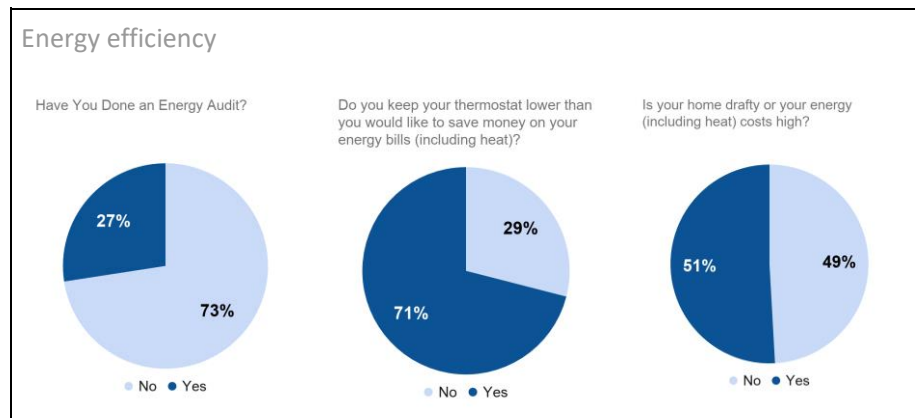


- When analyzing preferences for renewable energy and cost by household income, a similar pattern remains for each income group.

Those households under \$50k were more likely than other income groups to want no extra renewable energy; however, 83% of the income group was still interested in more renewable energy. Of those interested, 50% sought extra renewable energy if they could pay about the same they pay today. The other 33% was willing to pay a little or a lot more for extra renewable energy.



- Nearly three-quarters (73%) of participants had not performed an energy audit, and the percentages were nearly identical across household income groups. There appears to be widespread opportunity for energy efficiency improvements, with nearly three-quarters (71%) reporting that they keep their thermostat lower than they would like in winter and over half (51%) reporting their home is drafty or heating costs are too high.



Survey Conclusions:

The majority of participants in Community Power programs typically remain in the default product rather than choosing any of the program optional products. Given the strong support for both renewable energy and cost parity demonstrated in the survey responses, it suggests that Keene would be well-served by a default product designed with the goals of 1) achieving cost parity or savings compared to Eversource Default Service and 2) including some extra renewable energy.

Additionally, the survey highlighted that, for those that can afford it, the program should offer options with substantially more renewable energy for a price premium.

Although less than 8% of survey responses were not interested in extra renewable energy, it could be beneficial to have an optional product that would meet their needs by providing a lower-cost option with no extra renewable energy, particularly for those households in the lowest income bracket.

There is substantial opportunity for energy audits and efficiency improvements, suggesting support for energy efficiency by the Program would be valuable.

Respondents also cited an interest in local jobs, which the Program can support through demand for additional local renewable energy and by promotion greater

participation in energy efficiency programs. Regional cooperation, particularly with neighboring municipalities, would amplify this impact as well.

[insert additional detail on public review and comments]

3. Approval of Plan by Community Power Committee

[insert detail]

4. Adoption of Plan by City Council

[insert detail]

5. Submission of Final Plan to Public Utilities Commission

[insert detail]

Exhibit II - Education & Outreach Plan

1. Initial Outreach and Education

The initial outreach and education will provide a description of the Program for eligible customers and will be conducted via traditional print and TV channels, social media, a dedicated website, public presentations and personal communications to inform eligible customers 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 upcoming opt-out notification process.

If any Program materials were to reference cost savings for any part of the program, a notice would be included which states that the City cannot guarantee that the Program will provide customers with prices lower than the distribution utility's Default Service rate over the full term of any supply contract entered into by the City.

1.1 Media Outreach

Prior to the launch of the Program, the City will initiate media outreach that may include the use of local cable television shows, 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 may also include public service announcements (PSAs), scheduling interviews of Program spokespersons with local media outlets, and securing a positive media presence.

A news release may be distributed to help achieve the aforementioned goals. Follow-up news releases may be used to update the media on the status of the progress of the Program.

1.2 Notices and Public Postings

Brochures/flyers will be distributed in City offices describing the Program, the opt-out process and the toll-free telephone number in order to further reinforce the Program's details. Brochures/flyers may be placed in key gathering areas or buildings (e.g. library, Senior Center, etc.) which will create the necessary repetition of messages required to motivate customer action and build awareness and understanding.

1.3 Customer Service Center

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

1.4 Website

All information regarding the Program will be posted on the Community Power (CP) website, which is linked to the website of the City. The CP website will have links to the website of the electric distribution utility, the New Hampshire Public Utilities Commission (NHPUC), and the Competitive Supplier.

1.5 Public Presentations

The Program will provide presentations to municipal officials and to interested community groups.

1.6 Outreach to Persons with Limited English Proficiency or Disabilities

At the launch of the Program, the City will include in its customer notification letter a Language Access Document in the native languages of limited-English-speaking residents, which includes, but is not limited to, Spanish. This Language Access Document will inform eligible customers that the letter contains important information from the City about their electric service and they should have the notice translated. The notice will also include the toll-free customer service number. The City will also provide a translation option on its Program website that will translate any written materials on the website into over 100 different languages. The website will be designed with the goal of being compliant with the Americans with Disabilities Act (“ADA”) and will include formats that allow the content to be read out loud by computer assistive technology. Outreach efforts will be communicated in print and audio formats to provide access to both the hearing and visually impaired.

2. Customer Notification Letter

The customer notification letter (also known as “opt out notice”) will be sent via standard mail to the billing address of each eligible customer on Default Service. The notification envelope will be designed to appear as an official City communication and it will be clearly marked as containing time sensitive information related to the Program. The notification will contain a letter describing the Program. The Competitive Supplier shall bear all expenses regarding the opt-out notice.

The letter will inform eligible customers:

- a) about the Program and provide information regarding participation and rights;
- b) that they have the right to opt-out of the Program without penalty;
- c) of all charges, prominently stated, with a comparison of price and primary terms of the Competitive Supplier and the current Default Service offering;
- d) that any savings under the Program compared to Default Service cannot be

guaranteed because the Default Service rate is subject to changes

- e) about the opt-out process; and
- f) in languages other than English for appropriate customer groups (i.e. toll-free telephone number).

The customer notification letter will also contain an opt-out reply card with a simple check off and signature line for eligible customers who do not wish to participate. The envelope will be pre-stamped for return of the opt-out reply card in order to protect customer privacy.

Eligible customers will have 33 days from the date of the mailing to mail back the opt-out card in a pre-addressed postage-paid envelope and the customer notification shall identify the specific date by which the envelopes containing the opt-out card must be postmarked. Automatic enrollment of customers will not start until three days after the date specified for the postmark of the return envelopes to allow for receipt of the opt-out cards prior to the start of automatic enrollments. New eligible customers will be enrolled in the Program in accordance with applicable Local Distributor Company rules. Upon initiation of service, these new eligible customers will receive the same customer information as all other eligible customers.

A copy of the initial customer Notification Letter will be filed with the Director of the Consumer Services and External Affairs Division of the Public Utilities Commission prior to the start of the opt-out period.

3. Opt-Out Period Education & Outreach

After the customer Notification Letter has been sent, City will continue its education and outreach to afford residents and businesses the opportunity to learn more and find answers to key questions relating to their decision to opt out or enroll in one of the optional products of the program. This process will include, at a minimum, a public information meeting within 15 days of the mailing of the customer notification letter. It will also include a similar range of outreach activities as enumerated in section 1.1 to 1.6.

4. Timeline and Preliminary Marketing Plan for Launch

The timeline and preliminary marketing plan identifies the steps the City may take to inform the community about the Program, as described in Sections 1 through 3 of Exhibit II. The schedule is designed to work towards the estimated date when the customer Notification Letter is scheduled to arrive in customer mailboxes.

The costs and implementation will be handled by the Community Power Consultant, under the direction of the City.

| From estimated date customer notification letter arrives in customer mailboxes | | |
|--|-------------|------------|
| Action | Days before | Days after |
| A. Website launch | 60 | Ongoing |
| B. Work with local media resources | 60 | 30 |
| C. Active social media outreach | 30 | 30 |
| D. Initial person presentations | 30 | 30 |
| E. Distribute marketing materials | 30 | 30 |
| F. Customer help line | 30 | Ongoing |
| G. Mail postcard to all eligible accounts | 15 | - |
| H. Customer notification letter arrives | 0 | 0 |

A. Website Launch:

Timeframe: 60 days before the estimated date that the customer notification letter arrives in customer mailboxes, then maintained on an ongoing basis.

The Program will maintain 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 participants.

B. Work with local media resources:

Timeframe: 60 days before to 30 days after the estimated date that the customer notification letter arrives.

Area Newspapers:

The City will work with area print and online newspapers to disseminate accurate and timely information about the Program. As part of this targeted outreach to these papers, the City may seek a meeting with the editorial board to establish a good foundation for continued dialogue over the course of the contract. Other newspaper outlets may include other local publications.

- These papers include: Keene Sentinel, Monadnock Shopper News, and the New Hampshire Union Leader

Local Public Access Television:

The City intends to work with Cheshire TV channels for public (1301) and government (1302) access. City can record interviews about the program and PSAs for upcoming meetings.

Other Television and Radio Stations

Develop press releases to send to other TV stations and radio stations.

- TV stations include WMUR (ABC, MANCHESTER, NH) Channel 9; WUTF (INDEPENDENT, WORCESTER, MA) Channel 27; WVTA (PBS, WINDSOR, VT) Channel 41; WWJE (INDEPENDENT, DERRY, NH) Channel 50; WEKW (PBS, KEENE, NH) Channel 52; WNEU (NBC, MERRIMACK, NH) Channel 60;
- Radio stations include WVBA (88.9 FM) Brattleboro, VT; WEVO (89.1 FM) Concord, NH; WEVN (90.7 FM) Keene, NH; WEEY (93.5 FM) Swanzey, NH; WSNI (97.7 FM) Keene, NH; WINQ (103.1 FM) Keene, NH; WKNE (103.7 FM) Keene, NH; WYRY (105.5 FM) Keene, NH; WCNL (1010 AM) Newport, NH; WKBK (1290 AM) Keene, NH; WTSA (1450 AM) Brattleboro, VT

Municipal Staff Interviews

Develop Q&A Scripts and prepare municipal staff or volunteers for interviews.

C. Active Social Media Outreach

Timeframe: 60 days before to 30 days after the estimated date that the customer notification letter arrives.

Boost all traditional media coverage on social media platforms, with the goal of driving traffic to the dedicated website of the City.

In concert with the communication leads of the City, develop a campaign of planned tweets and Facebook 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. Draft content and graphics to accompany the posts, to be made by City staff.

-
- These accounts may include: City of Keene (Instagram, Facebook); City Manager (Twitter); Keene Community Development (Instagram, Facebook & Twitter) and Keene Public Library (Instagram, Facebook & Twitter).

Monitor various channels such as Facebook and Instagram 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.

- These accounts may include: “Downtown Keene” Facebook page (@downtownkeene); the “Keene, NH” Facebook group (5.5k members); and “Keene NH Community Forum” Facebook group (1.5k members)

Identify key social media influencers in the City, 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 Program.

D. In Person Presentations

Timeframe: 30 days before to 30 days after the estimated date that the customer notification letter arrives. This will include, as required in RSA 53:E-7, a public information meeting within 15 days of the mailing of the customer notification letter.

Local Groups

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

- Example groups include: Neighborhood associations, Social service agencies, Business Focus Group, Rotary, Kiwanis, Lions, Chamber, Clean Energy team, Keene Young Professionals, Downtown Group, Board of Realtors, Keene Senior Center, Keene Off-campus Housing (landlords and tenants), Keene State College English as a Second Language (ESL) classes, CALL Program (Cheshire Academy for Lifelong Learning).

Reaching the business community will be important. Presenting to the Chamber of Commerce can start this dialogue and lead to additional outreach to and connection with businesses.

Council Meetings

Present or provide materials for the Council meetings and any constituent meeting they may have.

E. Distribute marketing materials

Timeframe: 30 days before to 30 days after the estimated date that the customer Notification Letter arrives.

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.

Distribute to key locations such as Municipal Offices and Public Library.

F. Customer Help Line

Timeframe: 30 days before the estimated date that the customer notification letter arrives and ongoing thereafter.

Establish customer helplines with the Competitive Supplier and Community Power Consultant to answer customer inquiries.

G. Mail Postcard to all eligible accounts

Timeframe: 15 days before the estimated date that the customer notification letter arrives.

Post Card

Send out prior to customer notification letter. Establishes that there is a community-sponsored Program and increases the likelihood that recipient engages with the more detailed opt-out letter.

H. Customer Notification Letter arrives

Sent to all retail electricity customers on Default Service. Customers will have at least 30 days from the date of mailing to elect not to participate in the Program (i.e opt out) before the Program starts. The customer notification letter will provide all Program rates, terms and conditions, identify the deadline to opt out, and will provide instructions for how to opt out via web, phone or mail. It will also remind customers that once the Program starts, they may still opt out at any time, without penalty.

5. Ongoing Outreach and Education

The City intends to continue outreach and education for customers after enrollment in the Program. The costs and implementation will be handled by the Community Power Consultant, under the direction of the City. These efforts will include:

- **Program impact:** Key metrics relating to cost performance, renewable energy purchases and program enrollment. Particularly as the program accomplishments relate to progress towards the City’s ambitious short- and long- term goals for renewable energy and greenhouse gas emission reduction. This will also include the Energy Source Disclosure labels for the electricity supply;
- **Opt up campaigns:** On-going campaigns to recruit participation into its optional product(s) that contain more renewable energy than required by law (“Opt up campaigns”). Increasing participation in these products will serve the City’s goals to expand new renewable energy and reduce greenhouse gas emissions;
- **Customer awareness:** Rights and procedures for Program participants; contact information for customer inquiries, responses to frequently asked questions, and details regarding the Program’s electric supply and renewable attributes.
- **Public input:** As the program considers changes to further its progress toward a 100% renewable future and other goals, City will manage outreach to solicit input and feedback from the community.
- **Program changes and evolution:** Any changes in offerings and prices, which will be posted on the Program website that is linked to the website of the City.

The program will utilize similar mediums for on-going education and outreach as for the initial launch education and outreach, including but not limited to: social media, traditional media, in-person meetings and presentations, outreach to local groups, video, and mail.

Translation of all materials will be provided as necessary to reach communities with limited English proficiency.

CITY OF KEENE
DRAFT
COMMUNITY POWER PLAN



April 5, 2021

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I. Community Power Goals and Vision

The City of Keene will develop and implement its Community Power Program (“Program”) as described in this Community Power Plan (“Plan”).

Community Power creates new electricity supply choices for Keene residents and businesses with the potential for cost and environmental benefits beyond that of the Default Service supply from the utility, Eversource. Instead of simply utilizing Eversource’s electricity supply, Keene will bundle together the electricity needs of its residents and small businesses and put out a bid for an electricity supplier to provide the necessary electricity at competitive prices. With Community Power, the City is able to make strategic decisions about when to solicit bids, lock in fixed pricing for multiple years, and increase the amount of renewable energy above the existing statewide minimum. Eversource will continue to manage billing and maintain wires and poles.

Community Power is part of the City’s comprehensive climate and energy planning process. One of the primary goals of Keene’s process, embodied in the City Council’s 2018 Resolution R 2018-36, is to achieve 100% renewable electricity use:

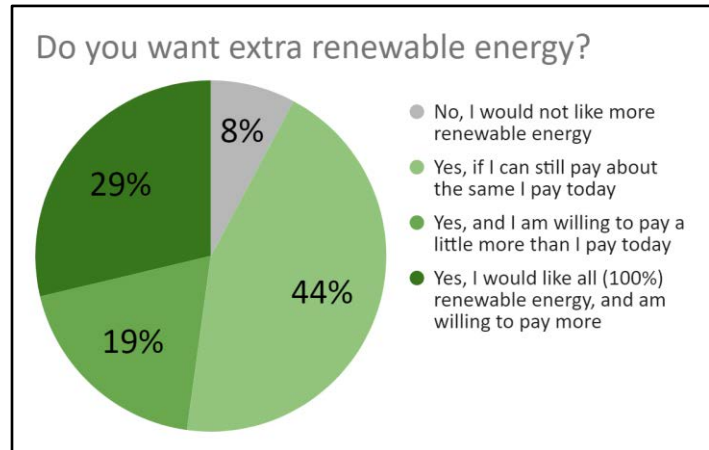
“It is the goal of the City of Keene that all electricity consumed in the City will come from renewable energy sources by the year 2030 and that 100% of all thermal energy and energy used for transportation come from renewable energy sources by the year 2050. This goal will apply to the entire Keene community, not just municipal government operations.”

Keene’s climate and energy planning process also seeks to support equity, energy efficiency, job creation, and climate resilience and preparedness.

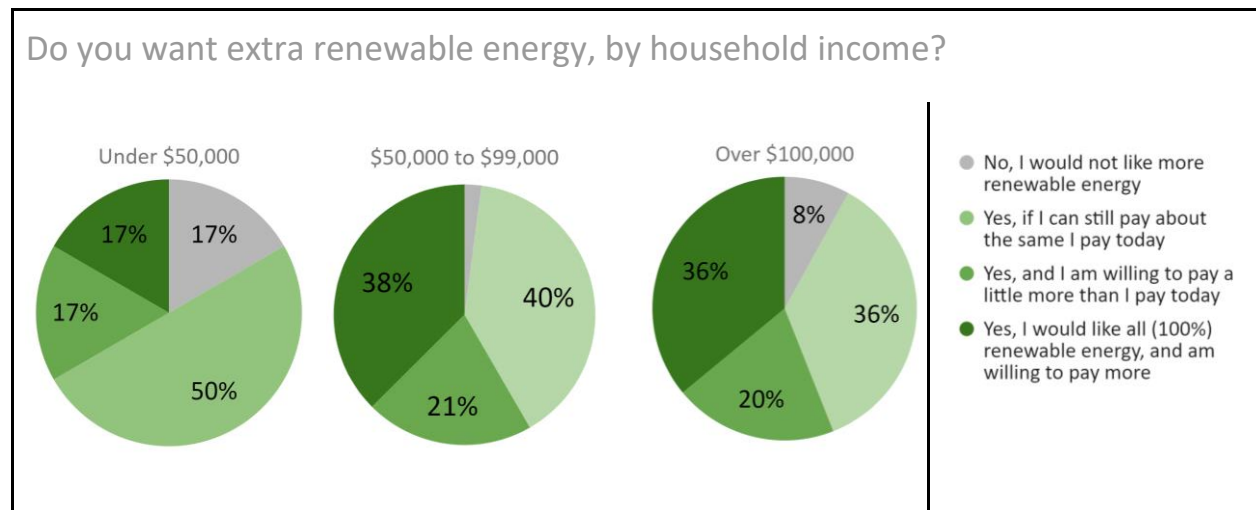
To establish specific goals and a vision for the Program, the City held information sessions and surveyed community members to ask about their priorities and preferences. While individual opinions differed, there was strong support from the majority of survey respondents from all income classes and age groups for five community priorities related to electricity supply:

- Choice for electricity options
- Control of electricity costs
- Competitive rates and lower bills
- Increased local renewable energy
- Local jobs

Particularly strong among respondents was support for renewable energy. As shown at right, over 90% of all respondents indicated a desire for extra renewables, and almost half indicated a willingness to pay more for extra renewables.



The desire for extra renewable energy generally held across age and household income brackets, with the strongest support overall in the middle income bracket, as shown below.



Detailed survey results can be found in **Exhibit I**.

The Keene community goals translate into the following goals for Keene’s Community Power Program:

1. Establish a standard (or default) electricity supply product that delivers economic value via competitive rates, uses more renewable energy, and supports the growth of local renewable energy as defined in Section V.b..
2. Increase the contribution of renewables toward 100% renewable electricity *for the entire program* by 2030, using optional products, tools and incentives that include:
 - Provide optional electricity supply products with alternative renewable electricity amounts (for example, 100%). Options afford individual participants the opportunity to meet higher renewable goals immediately and increase the overall

-
- renewable energy impact of the Program;
- Catalyze the development of distributed energy resources within Keene, such as rooftop solar, by providing enhanced net metering and other incentives;
 - Explore opportunities to support the development of and utilize new renewable energy supply at utility scale within our region; and
 - Support energy efficiency initiatives to reduce total Program electricity demand and costs for participants;
 - Explore, and implement when possible, other tools and incentives successfully established elsewhere in New Hampshire, in other states or around the world (for example, time-of-use rate structures).
3. Engage the community to bring new ideas and resources into the Program, through every means possible, over the life of the program. Also engage the community to assess how benefits of the program can be allocated equitably.
 4. Work with regulators, utilities and suppliers to craft solutions and remove barriers to harnessing all cost-effective solutions, especially recognizing that increased electrification will be part of the solution toward 100% transportation and thermal renewable energy by 2050.
 5. Expand the Program’s impact by empowering other communities with similar goals. This includes sharing information and materials to help launch other programs as well as evaluating regional buying groups as to whether they provide greater cost savings to all participants through economies of scale.

The vision for Keene Community Power is to launch a timely Community Power Program that provides community members with attractive choices and substantially enhanced renewable energy options at competitive prices, and opens a new promising community path to 100% renewable electricity in 2030.

Community Power is emerging as a leading strategy to reach multiple community goals efficiently and equitably. The City of Keene looks forward to refining this vision for meeting our 100% renewable energy goals and all of Keene’s goals that are impacted by energy choices.

II. Process to Develop and Approve Plan

Before implementation, the Plan must be reviewed and approved by the Community Power Committee (“Committee”) and adopted by the Keene City Council. The Committee will ensure that the Program satisfies all of the statutory requirements, including that the Plan provides universal access, reliability and equitable treatment for all classes of customers. This Plan was developed to demonstrate that the Program of the City satisfies all the requirements necessary for approval by the Committee and adoption by the City Council.

This plan was developed through the following process, consistent with New Hampshire Revised Statutes Annotated (RSA) 53-E:

1. Creation of Community Power Committee
2. Creation of a Draft Plan with public hearings,
3. Approval of Plan by Community Power Committee,
4. Adoption of Plan by City Council, and
5. Submission of Final Plan to Public Utilities Commission.

Please see **Exhibit I** for detail on these steps.

III. Customer Participation

III.a. Applicable classes of customers

The Community Power Program will be available for the residential, commercial and industrial classes of electricity customers as defined by City's electric distribution company, Eversource ("Applicable Classes"). See Eversource for current classes: <https://www.eversource.com/content/nh/residential/my-account/billing-payments/about-your-bill/rates-tariffs>

III.b. Universal access

The Plan provides for universal access for all customers by guaranteeing that all customer classes will be included in the Program under equitable terms.

All retail electric customers will have access to the Program. All customers receiving Default Service supply will be eligible for automatic enrollment in the Program, and they will be automatically enrolled in the Program unless they choose to opt out.

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

As required by the statute, there shall be equitable treatment of Applicable Classes within the Program.

III.c. Equitable treatment

The community power statute requires equitable treatment of all classes of customers subject to any differences arising from varying opportunities, tariffs and arrangements between different electric distribution utilities in their respective franchise territories. This does not mean that all classes of customers must be treated "equally," but rather that similarly situated classes of customers be treated "equitably."

Among applicable classes of customers, the Plan makes three distinctions.

First, the Program will distinguish among customer classes by soliciting separate pricing for each of the same customer classes the electric distribution utility uses for the distribution service.

Second, the Program will distinguish between customers receiving the default product and customers that affirmatively choose an optional product. Customers selecting an optional product will be charged the price associated with that product.

Third, the Program will distinguish between customers that join the program through an automatic enrollment process (i.e. customers who do not choose to opt-out) and customers that affirmatively elect to join the program.

- Customers that join through an automatic enrollment process include a) the initial customers at the start of the program and b) new customers that move into the City after the program start-date. All initial customers will receive the standard program pricing for their rate class. Among new customers, the Program will distinguish between new residential and small commercial customers, who will receive the standard program pricing, and all other commercial and industrial customers, who may receive pricing based on market prices at the time the customer joins the Program.
- Finally, customers that affirmatively elect to join include two types of customers: a) customers that did not become part of the Program initially because they were being served by a Competitive Supplier but then later join the Program; and b) customers re-joining the Program after having previously opted out. Those customers that were being served by a Competitive Supplier at program initiation but who later join the Program will be treated the same as new customers – residential and small commercial customers will receive the standard program pricing and all other commercial and industrial customers may be offered a price based on the then-current market rates. All customers that join the Program after having previously opted out may be offered a price based on then-current market rates rather than the standard contract price. This distinction is designed to limit any incentive for frequent switching back and forth between the Program and Default Service of the electric distribution utility.

III.d. Reliability

Reliability has both physical and financial components. The Program will address both through the Electricity Supply Agreement (“ESA”) with the Competitive Supplier. From a physical perspective, the ESA commits the Competitive Supplier to provide all-

requirements power supply and to use proper standards of management and operations. All-requirements power supply includes all of the electrical energy, capacity, reserves, ancillary services, transmission services, transmission and distribution losses, congestion management, and other such services or products necessary to provide firm power supply to Program participants and meet the state's Renewable Portfolio Standard and any additional renewable energy requirements of the default or optional products. The electric distribution utility will continue to remain responsible for delivery service, including the physical delivery of power to the customer, maintenance of the delivery system, and restoration of power in the event of an outage. From a financial perspective, the ESA requires the Competitive Supplier to pay actual damages for any failure to provide supply at the contracted rate (i.e., to pay the difference between the contract rate and the utility supply rate). The ESA requires the Competitive Supplier to maintain insurance and the Request for Proposals for a Competitive Supplier will require that an investment-grade entity either execute or guarantee the ESA. Accordingly, the Program satisfies the reliability requirement of the statute.

IV. Organizational Structure

Community Power Committee (CPC): The Finance, Organization and Personnel Committee, a standing committee of the City Council, voted to request that the Mayor constitute an ad-hoc Community Power Committee, as the designee of the Mayor and as established under RSA 53-E:6, to develop and approve a Community Power Plan for submission to and adoption by the City Council, as the legislative body of the City. The Committee will develop a draft plan, hold public hearings on the plan to solicit public input, revise the draft plan based on that input, and ultimately submit an approved Plan to the City Council. See **Exhibit I** for detail on the public input process.

City Council: In accordance with RSA 53-E:7, the City Council, as the legislative body of the municipality, will be the body to adopt the Community Power Plan after it has been approved by the Community Power Committee. The City Council will review and approve any proposed amendments to the Plan.

City Manager: The City Manager is designated by the City Council to provide direct management and oversight of the Plan on behalf of the City. The City Manager, or their designee(s), shall regularly meet with the Community Power Consultant for the purpose of providing oversight of the Plan and shall make recommendations to the City Council on Plan amendments. The City Manager shall authorize the issuance of bids for power supply and shall negotiate and execute a Electric Service Agreements ("ESA") consistent with the products and goals described in this Plan.

Community Power Consultant: The Community Power Consultant will manage certain Program activities under the direction of the City Manager. Their responsibilities will

include managing the supply procurement, developing and implementing the public education plan, interacting with the electric distribution utility and monitoring the supply contract. Through a competitive procurement process the City has selected the partnership of Good Energy, L.P. and Standard Power (“GE/SP”) to provide these services.

Competitive Supplier: The Competitive Supplier will provide power for the Program, provide customer support including staffing a toll-free number for customer questions, and fulfill other responsibilities as detailed in the ESA. The Competitive Supplier shall be required to enter into an individual ESA with the City under terms deemed reasonable and appropriate for the retail electric customers by the City Manager.

Buying Group: The City 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 City shall be represented by the City Manager, or their designee, on the executive committee of the Buying Group. The City, through the City Manager or their designee, shall select a Competitive Supplier based on the needs of the City and shall not be required to select the same terms or Competitive Supplier as other members of the Buying Group.

Retail electric customers: Retail electric customers shall include all electric customers taking distribution service of electricity located within the geographic boundaries of the City of Keene.

V. Electricity Supply Product Options

V.a. Default and Optional Electricity Supply Products

The Program intends to offer the following electricity supply products. Any retail electric customer that joins through an automatic enrollment process, shall be enrolled into the Program’s default product, unless they affirmatively choose to enroll in any of the optional products.

| | Default Product (Automatic enrollment) | Optional Products | | |
|----------------------|---|---|--|--|
| Product Name | Keene Local Green | Keene Basic | Keene 50% Local Green | Keene 100% Local Green |
| Product Goals | Increase renewable energy use while maintaining | Most competitive rate (no increase in renewable | Significant increase in renewable energy | Largest increase in renewable energy use (e.g. |

| | | | | |
|--|-------------------|-------------|----------------|-------|
| | competitive rates | energy use) | use (e.g. 50%) | 100%) |
|--|-------------------|-------------|----------------|-------|

- Default Product

- **Keene Local Green:** The Program intends to offer Keene Local Green as its default product. The Keene Local Green product has a goal of maintaining rough cost parity with Eversource’s Default Service supply while including extra renewable electricity above the Renewable Portfolio Standard (“RPS”) required in New Hampshire. The exact amount of extra renewable electricity will be determined after the receipt of bids from competitive suppliers. It is expected to include 5-10% extra renewable energy in the initial ESA. It is the City's goal to increase this amount in subsequent ESAs, while maintaining cost parity with Eversource’s Default Service. This product is intended to include as much local renewable energy as possible, as defined in Section V.b. . Including additional renewable energy in this product enables customers to have a meaningful impact on the reduction of greenhouse gas emissions through the support of local renewable energy sources.

- Optional Products

- **Keene Basic:** Some customers may feel that the amount of new, renewable energy required by the RPS in New Hampshire is sufficient to fulfill their renewable energy objectives. This product offers the same amount of renewable energy as Default Service from Eversource as required by the RPS of New Hampshire. Keene Basic will be the lowest cost option in the Program.
- **Keene 50% Local Green:** For customers that want more renewable electricity than is offered by Keene Local Green, this product offers up to 50% local renewable energy above the RPS. The City reserves the right to adjust the amount of renewable energy to be included with this product and that amount will be the same for all customers choosing this option. This product enables customers who chose this option to have a more meaningful impact on the reduction of greenhouse gas emissions through the support of local renewable energy sources.
- **Keene 100% Local Green:** For customers that want more renewable electricity than is offered by Keene Local Green, this product offers up to 100% local renewable energy above the RPS. City reserves the right to adjust the amount of renewable energy to be included with this product and that amount will be the same for all customers choosing this option. This

product enables customers who chose this option to have a more meaningful impact on the reduction of greenhouse gas emissions through the support of local renewable energy sources.

The Program reserves the right to adjust product names as needed.

The Program notes that it cannot guarantee savings for any of its products compared to the utility Default Service rates, because utility Default Service rates may not be known for the entirety of any Program supply contract.

Any charge for the additional renewable energy would be included in the rate submitted to the electric distribution utility or be purchased separately as Renewable Energy Certificates (“RECs”) from a third party. RECs are the accepted legal instrument used to track renewable energy generation and to substantiate claims of renewable energy use. For every one megawatt-hour (MWh) of renewable electricity that is generated and fed onto our electricity grid, one REC is created. In order to claim the use of a certain quantity of renewable energy, one must hold and retire an equivalent quantity of RECs. Retiring a REC ensures that there can be no double counting of renewable energy (i.e. no one else may claim to use the same REC one it has been retired).

V.b. Green & Local Definitions

The term “Green” means that the product contains additional renewable energy, substantiated through REC retirement, above that required by state law.

“Local” means that the additional RECs come from renewable energy sources that are part of our ISO-New England electricity grid. This means the sources are located in New England or the energy is imported as allowed by ISO-New England from locations such as New York or eastern Canada. This stands in contrast to some electricity supplies that obtain RECs from national sources (e.g. Texas) in which the electricity is not part of our ISO-New England electricity grid.

In its procurement, as described in **Section VI.a**, Keene seeks to support renewable energy generation located within Keene or as close to Keene in New Hampshire as possible. Keene also seeks to support the growth of renewable energy, thereby displacing fossil fuels and reducing greenhouse gas (GHG) emissions.

V.c. NH Class I Renewable Energy

New Hampshire Class I renewable energy is known as “new renewable energy”. The State requires all electricity supplies to include a minimum quantity of Class I renewable energy, and that amount increases annually (currently plateauing after 2025). This increasing requirement, along with similar requirements in other New England states, has been a major driver of the growth of renewable energy in our region. If the Program voluntarily purchases additional Class I renewable energy at significant scale, Keene will

augment this growth even further.

Class I renewable energy can come from wind, solar, small hydroelectric, biomass, methane, as well as hydrogen and ocean thermal, tidal or wave energy. These categories align with the Keene Energy Plan's support for "Green Power" as defined by the US Environmental Protection Agency (EPA). All Class I renewable energy must have started operation after January 1, 2006 and must be physically delivered to our regional electricity grid, which means it can come from New England, New York or eastern Canada.

- Additional detail on NH Class I renewable energy, as well as the other classifications of renewable energy covered by the New Hampshire Renewable Portfolio Standard, may be found at https://www.puc.nh.gov/Sustainable%20Energy/Renewable_Portfolio_Standard_Program.htm
- Additional detail on EPA's Green Power definition can be found at <https://www.epa.gov/greenpower/what-green-power>.

As described above, the City intends to purchase a portion of the RECs from renewable energy generators and include these RECs in a renewable energy product. If RECs are obtained through the Competitive Supplier, any charge for these RECs would be included in the same rate submitted to the electric distribution utility.

VI. Operation

The implementation of the Community Power Program requires extensive interaction between the City, the Competitive Supplier, and the electric distribution utility.

Following adoption of the Plan by the City Council, 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 an opt-out notice
- c. Enroll customers and provide service, including quarterly notifications and annual reporting
- d. Plan for program evolution

These steps are described in the sections below.

VI.a. Issue an RFP for power supply and select a competitive supplier

The City, under direction of the City Manager or its designee, will solicit bids from leading competitive suppliers, including those currently supplying community power programs in New England and other states. In seeking bids from competitive suppliers, the City may solicit bids for 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:

- Registration with the New Hampshire Public Utilities Commission (NHPUC)
- Strong financial background
- Experience serving the New England competitive market or community power programs (also known as municipal aggregations) in other states
- Demonstrated ability, supported by references, to provide strong customer 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 power supply at a fixed price
- Allow customers to exit the program at any time with no charge
- Agree to specified customer service standards
- Comply with all requirements of the NHPUC and the electric distribution utility

The City will solicit price bids from suppliers that meet the threshold criteria and agree to the terms and conditions of the ESA. The City will request bids for a variety of term lengths (e.g. 12, 24, 36 or 48 months) and for power from different sources. The City Manager, or their designee(s), will determine the appropriate level of renewable energy to be included with the default product and the optional products based upon their assessment of market conditions and what would be in the best interest of retail electric customers at the time of the solicitation. As noted in **Section V.a.**, all claims of renewable energy use will be substantiated by the supplier obtaining and retiring the appropriate quantity of RECs. The City 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 City may seek RECs from a variety of renewable energy sources; may elect to procure from those sources RECs, power or both; and will choose the best combination of environmental benefits and price. All additional RECs, above those required by the RPS, are initially expected to be New Hampshire Class I eligible RECs or RECs from sources located within the greater Monadnock region.

The City may provide customers with renewable energy generation source information through a variety of vehicles including the program web site, content disclosure labels and the customer notification letter.

In consultation with its Community Power Consultant, the City Manager, or its designee, will evaluate the bid results including price, term and source. Whether the City 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 City to select the same price, terms or supplier as other members of the Buying Group. If a bid is satisfactory, the City Manager, or its designee, shall execute an Electric Service Agreement (“ESA”) with the selected supplier(s). The City reserves the right to select supplier(s) per customer class (as distinguished in **Section III.c.** to ensure equitable treatment). If none of the bids is satisfactory, the City will reject all bids and repeat the solicitation for bids as often as needed until market conditions yield a price that is acceptable. The City will only accept a bid that enables it to launch the Program with a price, terms and characteristics that meet the criteria set by their municipal officials.

VI.b. Implement public information program including an opt-out notice

An Education and Outreach Plan is required to fully inform and educate potential customers and participants in advance of automatic enrollment in the Community Power Program. Customers, including customers with limited English language proficiency and disabilities, must be informed that they would be automatically enrolled in the Program and that they would have the right to opt-out of the Program without penalty. The purpose of the Education and Outreach Plan is to raise awareness and provide retail electric customers with information concerning their opportunities, options and rights for participation in the Program.

The Education and Outreach Plan (**See Exhibit II**) consists of five components:

i. Initial Outreach and Education: This will be conducted after the selection of a Competitive Supplier and prior to arrival of the customer notification letter. It is intended to promote general awareness of the upcoming program, minimize any questions generated by the arrival of the customer notification letter and maximize recipients’ ability to make an informed choice about their participation in the Program. This effort will include information about the goals of the Program, the basic terms and conditions including renewable energy components, and the opt-out process.

ii. Customer Notification Letter: In addition to the initial outreach and education initiatives, a customer notification letter (also known as an opt-out notice) will be mailed to every retail electric customer on Default Service with the electric distribution utility. This letter will contain all details on the products offered by the Program; explain that the customer will be automatically enrolled in the default

product unless they choose otherwise; have instructions for how to not participate (opt out) via web, phone or a pre-addressed envelope included with the letter; and instruction for how to enroll in an optional Program product.

iii. Opt-Out Period Education & Outreach: The opt-out period will last a minimum of 30 days from the date of mailing of the customer notification letter. After the customer notification letter has been sent, the City will continue its education and outreach to afford residents and businesses the opportunity to learn more and find answers to key questions relating to their decision to opt out or enroll in one of the optional products of the program. This will include, at a minimum, a public information meeting within 15 days of the mailing of the customer notification letter.

iv. Timeline and Preliminary Marketing Plan for Launch: This component identifies the steps the City intends to take in marketing the Program including identification of media and other community resources, examples of education and outreach documents, and an expected timeframe for the outreach effort.

v. Ongoing Outreach & Education: This component describes the expected outreach and education activities following Program launch. Key elements include:

- Program goals and performance, particularly as they relate to progress towards the City's ambitious short- and long- term goals for renewable energy, particularly for 2030 and 2050.
- On-going campaigns to recruit participation into its optional product(s) that contain more renewable energy than required by law ("Opt up campaigns"). Increasing participation in these products will serve the City's goals to expand new renewable energy and increase overall renewable energy use; AND
- Promotion and support of the NHSaves energy efficiency program, and future energy efficiency and weatherization programs

The attached Education and Outreach Plan (**Exhibit II**) describes in detail the City's anticipated outreach efforts, including a timeline.

VI.c. Enroll customers and provide service

i. Enroll Customers: After the conclusion of the opt-out period (i.e. no sooner than 37 days from the date of the postmark of the opt-out notice), the Competitive Supplier will enroll into the Program all retail electric customers on Default Service with the electric distribution utility who did not opt out. All enrollments and other transactions between the Competitive Supplier and the electric distribution utility

will be conducted in compliance with the relevant provisions of New Hampshire Public Utilities Commission regulations, Terms and Conditions for Competitive Suppliers, and the protocols of the New Hampshire Electronic Business Transaction (EBT) standards.

ii. Provide Service: Once customers are enrolled, the Program will provide all-requirements power supply service. The Program will also provide ongoing customer service, maintain the Program web site, and process customer enrollments, ongoing opt outs, and customer selections of optional products. The Program will provide Energy Source Disclosure labels to participants as required by RSA 378:49.

Prior to the expiration of the initial ESA, the City intends to solicit a new power supply agreement, as described in **Section XIII. Method of Terminating and Entering Agreements with Other Entities**. If the City elects not to enter into a new power supply agreement, participating customers would return to Default Service as described in **Section XV. Extensions or Termination of Program**.

When new customers move into the City, they will receive a customer notification letter detailing the Plan and an opt-out card. At the end of the opt-out period they will be enrolled in the Program unless they elect to opt-out. New customers may proactively enroll by contacting the Program directly.

iii. Annual Report: On an annual basis, the City Manager, or its designee(s) will report to the City Council on the status of the Community Power Program, including the number of customers enrolled and opting-out, kilowatt-hour usage, customer savings, participation in renewable energy products, and such other information as the City may request. The information for this report will be prepared by the Community Power Consultant, and the Community Power Consultant will assist or lead in presenting to the City Council as desired by the City Manager.

iv. Data Portal: The Community Power Consultant will make available to the City Manager and its designee(s) a secure, password-protected cloud-based data portal that provides the ability to run reports on key program metrics and performance.

VI.d. Plan for program evolution

City seeks to continually improve the program and progress towards its long-term goals. To this end, the Community Power Consultant and City will regularly assess new opportunities such as technologies, services, regulatory policy changes, and more for their applicability to the program. Community Power Consultant will develop appropriate strategies to integrate these opportunities into the Program. Community Power

Consultant will support the City to present new opportunities to the City Council for their consideration and approval, if amendments to the Plan are needed.

VII. 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 implementation fee that will be paid by the Competitive Supplier to the Community Power Consultant, as specified in the ESA. This implementation fee will cover the services of the Community Power Consultant, including developing the Community Power Plan, managing the supply procurement, developing and implementing the public education plan, providing customer support, interacting with the electric distribution utility, monitoring the supply contract, and providing ongoing reports.

VIII. Rate Setting and Other Costs to Participants

The Program is offered on an opt-out basis, such that eligible customers will be automatically enrolled unless they proactively choose to opt out.

As described above, the power supply charges of the Program will be set through a competitive bidding process and will include the implementation fee and applicable taxes pursuant to the ESA. Prices, terms, and conditions may differ among customer classes, which classes will be the same as the Default Service customer classes of the electric distribution utility. The frequency of price changes will be determined through the competitive bid process. The City expects to solicit bids for a number of different contract terms. Prices may change as specified in the winning bid and customers will be notified of price changes through media releases and postings on the Community Power Program website.

Regulatory events, such as new or altered requirements for the Renewable Portfolio Standard, or new taxes may result in a direct, material increase in costs during the term of the ESA. In such cases, the City 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 City will notify customers of the change in price by issuing a media release and posting a notice in City Hall and on the program website. The City shall also notify the NHPUC Consumer Services and External Affairs Division prior to implementation of any change in the Program price related to a regulatory event or new taxes. Such notice shall be provided prior to notifying customers and will include copies of all media releases, postings on the City and Program websites and any other communications the

City intends to provide to customers regarding the price change.

The Program affects only the electricity supply charges of the customers. Delivery charges will be unchanged and will continue to be charged by the electric distribution utility in accordance with tariffs approved by the NHPUC.

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

IX. Net Metering Compensation

In accordance with RSA 362-A:9, II, the Program may determine the terms and conditions for net metering. In order to support the development of distributed energy resources within Keene, the Program will seek to offer net metering terms and conditions - for standard, alternative and group net metering - equal to or better than that provided on Default Service. To this end, the Program will evaluate the net metering terms and conditions offered by competitive suppliers as part of the procurement and bid selection process.

To ensure net metering customers can make a fully informed decision on their participation in the Program, the Program will tailor all education and outreach materials to clearly communicate any and all differences between the net metering value and operation provided by the Program and Default Service.

Additionally, the Program will evaluate how any proposed or implemented changes to the utility metering or billing infrastructure may create new opportunities to enhance the net metering benefits.

X. Electric Assistance Program and other discounts

The New Hampshire Electric Assistance Program (EAP) provides qualifying customers with a discount on their monthly electric bill. The New Hampshire Legislature authorized funding for this statewide program as part of electric utility deregulation. All electric utility ratepayers support the statewide EAP through the System Benefits Charge (SBC) portion of their electric bill.

The EAP for income-eligible customers that may qualify for a discount off their monthly electric bill would continue for participants in the Program. The level of discount depends on household income, household size and electricity usage.

The EAP discount does apply to the Supplier Services portion of an electric bill when a customer chooses an independent supplier for their electricity needs. The participants in the Program who are enrolled in the EAP will receive their discounts by the same method they presently receive their discount. Participation in the Program is independent of enrollment in the EAP and does not impact the EAP discount.

Other discount programs administered by Community Action Programs that address the needs of low-income residents would continue for participants in the Program.

XI. Aggregating Municipalities & Buying Group

Participating in a buying group may offer the potential for the City to expand its buying power for greater economies of scale and to support the City's goal of acting as a regional leader, supporting other municipalities to access the benefits for Community Power. Keene will evaluate opportunities for such a buying group before issuing a bid for competitive supply. See **Section VI.a. Issue an RFP for Power Supply and Select a Competitive Supplier** for details on the implementation of a buying group.

Additionally, the City reserves its right, in accordance with RSA 53-E:6, I, to join with other municipalities or counties for its Community Power Plan and implementing its Community Power program. Any changes to the Community Power Plan must be reviewed and approved by the City Council.

XII. Promoting Energy Efficiency

In addition to supporting cost-competitive and cleaner electricity, the City seeks to leverage the Community Power Program to help reduce energy use. This will initially take the form of cross-promoting awareness of efficiency programs through the Program's education and outreach. The Program will also evaluate opportunities for direct support of energy efficiency.

Promotional education will focus on existing energy efficiency and conservation programs, such as New Hampshire's Weatherization Assistance Program for low-income households and the New Hampshire Saves (NHSaves) program, which provides customers with information, incentives and support designed to save energy, reduce costs, and protect our environment statewide. NHSaves is funded by electric and natural gas ratepayers and delivered by Eversource, Liberty Utilities, New Hampshire Electric Cooperative and Unitil to make homes, businesses and towns more sustainable and more comfortable places to live and work, both now and in the future. Through NHSaves customers can receive a Home Energy Assessment. The assessment identifies energy-saving opportunities in the home and provides the customer with an energy report. The report includes information on equipment rebates and no-cost products, as well as access

to 0% financing and a limited time offers, such as up to 100% off approved insulation. The assessment can also include delivery of energy-saving products recommended by the Energy Specialist, such as LED light bulbs, advanced power strips, and thermostats that can be installed right away to start saving money and energy.

If and when additional energy efficiency and conservation programs or initiatives become available, the Program will evaluate how to incorporate them into its promotional outreach and education.

XIII. Method of Entering and Terminating Agreements with Other Entities

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

The City 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 Community Power Consultant. Customers will be notified of subsequent ESAs through press releases and public notices. The transfer of customers from the existing supplier to the new supplier will be coordinated with the electric distribution utility using established Electronic Data Interchange (EDI) protocols.

If the City determines that it requires the services of a Community Power Consultant after expiration of the existing agreement with GE/SP, it will evaluate opportunities to solicit a Community Power Consultant individually or as part of a group of municipalities aggregating the electric load of their respective customers. The City will solicit proposals for, and evaluate, potential Community Power Consultants using a competitive procurement process or alternative procedure which the City determines to be in the best interest of its customers and consistent with all applicable local, state and federal laws and regulations.

XIV. 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 toll-free number of the Competitive Supplier; 2) contacting the electric distribution utility and asking to be returned to Default Service; or 3) enrolling with another competitive supplier.

All participants will have available to them the customer protection provisions of the law and regulations of New Hampshire, including the right to question billing and service quality practices. Customers will be able to ask questions of and register complaints with the City, the Community Power Consultant, the Competitive Supplier, the electric

distribution utility and the NHPUC. As appropriate, the City and the Community Power Consultant will direct customer complaints to the Competitive Supplier, the electric distribution utility or the NHPUC.

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.

XV. Extensions or Termination of Program

At least 90 days prior to the end of the term of the initial ESA, the City will solicit bids for a new supply agreement and plans to continue the program with the same or new competitive supplier.

Although the City 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 City to dissolve the program effective on the end date of the existing ESA. In the event of termination, customers would return to the Default Service of the electric distribution utility, unless they choose an alternative competitive supplier. The City will notify customers of a planned termination of the program through media releases and postings on the Program website.

The City will notify the electric distribution utility of the planned termination or extension of the Program. In particular, the City will provide the electric distribution utility 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 City will also provide notice to the NHPUC 90 days prior to a planned termination, which notice shall include copies of all media releases, City Hall and website postings and other communications the City intends to provide customers regarding the termination of the Program and the return of participants to Default Service.

In the event of the termination of the Program, it is the responsibility and requirement of the Competitive Supplier to return the customers to Default Service of the electric distribution utility in accordance with the then applicable EDI rules and procedures.

XVI. Planned Schedule

The planned schedule below is presented for illustrative purposes. The final schedule will be established once the Program has received all necessary approvals.

| Day | Action or Event |
|-----|--|
| 1 | Issue RFP for Competitive Supplier |
| 31 | ESA executed between City and Competitive Supplier |
| 32 | Competitive Supplier notifies electric distribution utility to prepare retail electric customer data of the City; broad-based educational campaign begins |
| 33 | Competitive Supplier begins EDI testing with electric distribution utility. |
| 44 | Competitive Supplier receives retail electric customer data from electric distribution utility |
| 48 | Competitive Supplier, at its expense, mails opt-out notice and reply cards with pre-paid envelopes to all retail electric customers, identifying the return date by which the reply card envelopes must be mailed and postmarked |
| 51 | Retail electric customers receive opt-out notice in the mail |
| 63 | Competitive Supplier completes EDI testing with electric distribution utility. |
| 81 | Return date by which customers deciding to opt-out must mail a reply card in pre-paid envelope to Competitive Supplier. |
| 85 | Competitive Supplier removes all retail electric customers who opt out from the eligible list |
| 85 | Competitive Supplier sends “supplier enrolls customer” EDI for all participating customers. |
| 90 | Service begins as of each customer's next meter read date |

XVII. Conclusion

Keene’s Community Power Program meets all of the requirements of the Community Power law, including providing universal access, a reliable power supply and treating all customer classes equitably. The City looks forward to launching the Program and pursuing the benefits of a competitive power supply, renewable energy, and electricity choice for its retail electric customers.

Exhibit I - Historical Overview

1. Creation of Community Power Committee

On June 18, 2020 the Keene City Council approved the formation of an Ad-Hoc Community Power Committee (CPC). From City Council Minutes June 18, 2020:

FOP REPORT - COMMUNITY POWER PROGRAM & AD HOC COMMUNITY POWER COMMITTEE – ASSISTANT CITY MANAGER/COMMUNITY DEVELOPMENT DIRECTOR

The Mayor brought forward the Finance, Organization and Personnel Committee report recommending that the Mayor be requested to constitute an ad-hoc Community Power Committee to develop a Community Power Plan for submission to the City Council in accordance with RSA 53-E. A motion by Councilor Powers to carry out the intent of the report was duly seconded by Councilor Hooper. The motion passed on a roll call vote with 15 Councilors present and voting in favor.

APPOINTMENT OF AN AD HOC COMMUNITY POWER COMMITTEE

The Mayor appointed an ad hoc Community Power Committee that would be charged with developing a community power plan for the citizens of Keene. The appointments from the Mayor included: Dr. Ann Shedd, Peter Hansel, Paul Roth, Jeffrey Titus, Michael Giacomo and Daniel Belluscio. A motion by Councilor Powers to confirm the appointments was duly seconded by Councilor Bosley. On roll call vote, 15 Councilors were present and voting in favor. The appointments were confirmed.

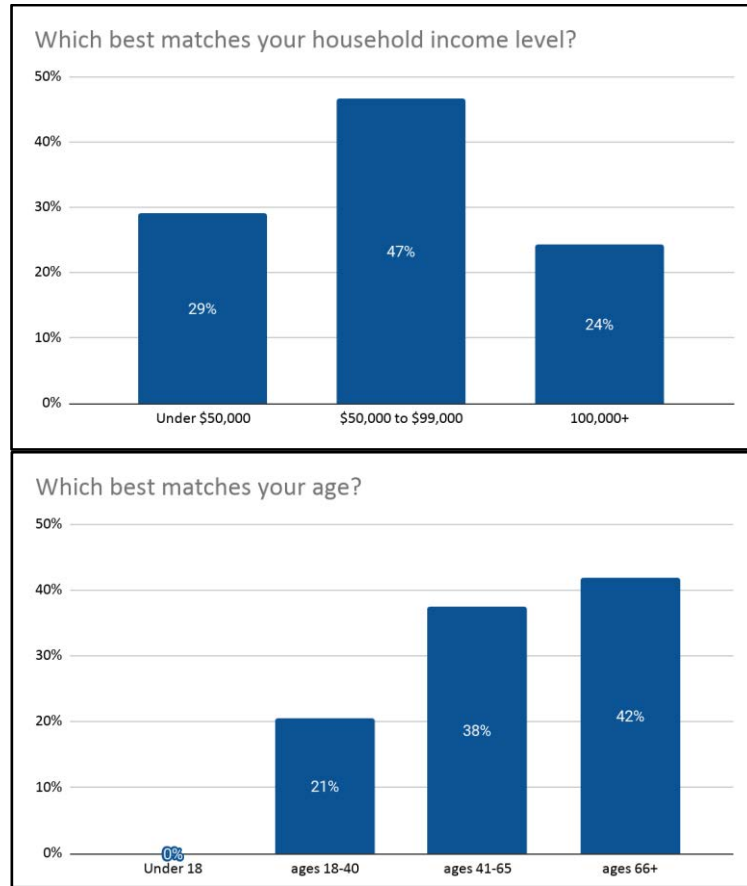
2. Creation of a Draft Plan with public hearings

The Committee, supported by City Staff and the Community Power Consultant, held two public information sessions on December 8, 2020 to promote awareness of the development of a Community Power Plan and to begin gathering input. Also on December 8, 2020, the Committee released a community survey open for approximately one month through January 7, 2021. The survey was available online and via paper in the Monadnock Shopper News. The online survey and the City's website, KeeneEnergyPlan.com also hosted two educational videos about Community Power. KeeneEnergyPlan.com has hosted additional educational resources about Community Power, including an FAQ page, podcast and interviews with municipal leaders from active community power (also known as municipal aggregation) programs, such as Medford, Massachusetts.

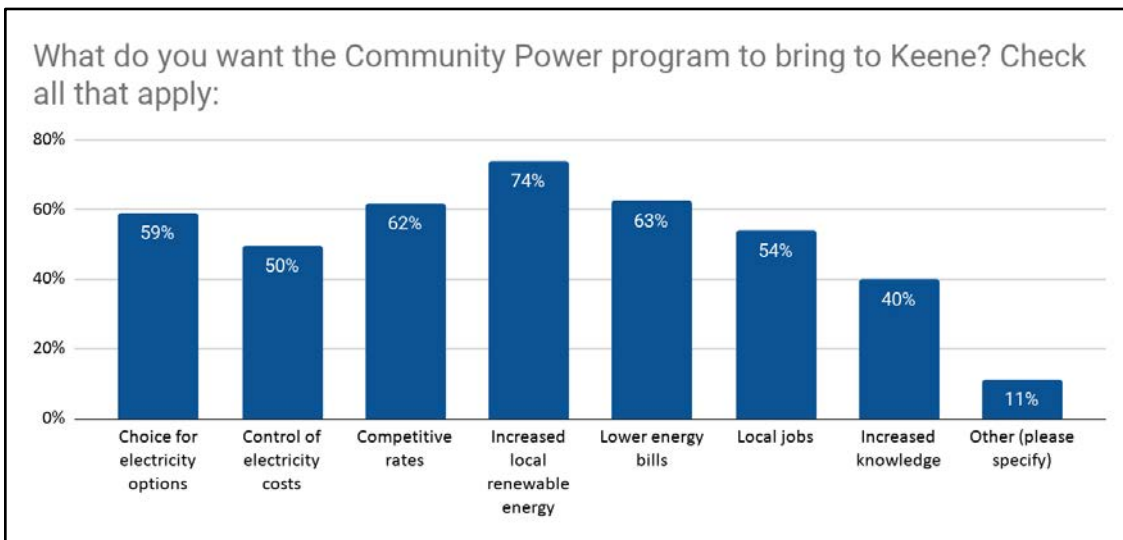
The survey received 126 responses, 97 online and 29 in paper via the Monadnock Shopper News. Key survey findings:

- 86% of respondents currently receive supply from Eversource Default Service. Such customers would be eligible for automatic enrollment in the program.

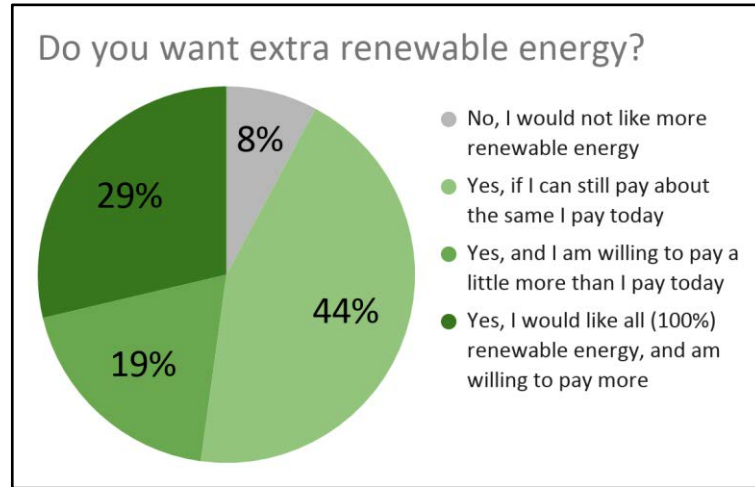
- The survey had a well-distributed diversity of household income groups and age, as shown below:



- Respondents identified a range of benefits they are interested in with Community Power:

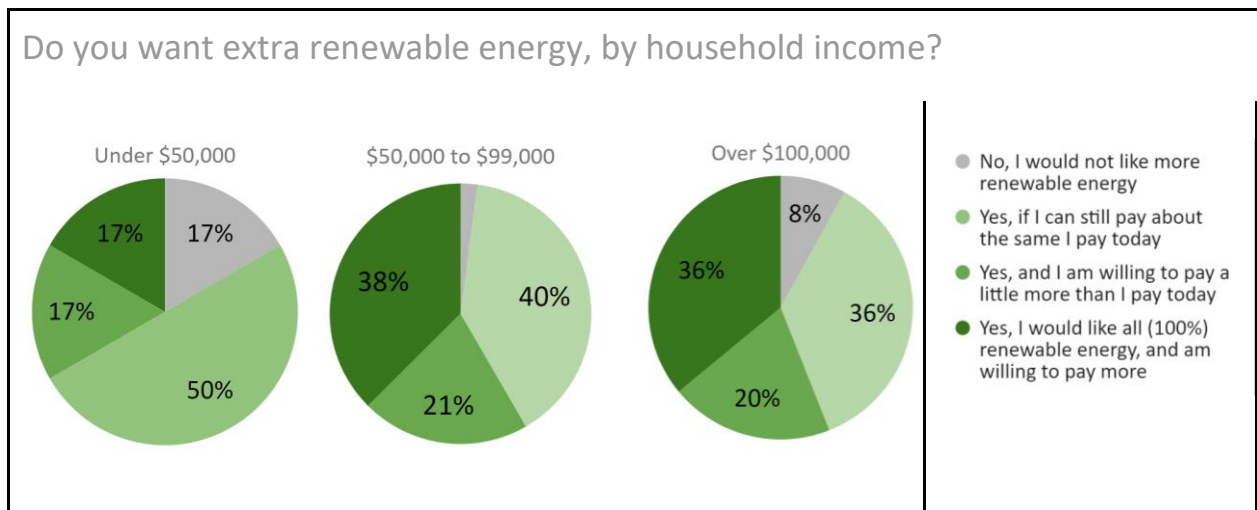


- 92% of respondents were interested in including more renewable energy in their electricity. Of those interested, roughly half (45%) sought extra renewable energy if they could pay about the same they pay today. The other half (55%) was willing to pay a little or a lot more for extra renewable energy.

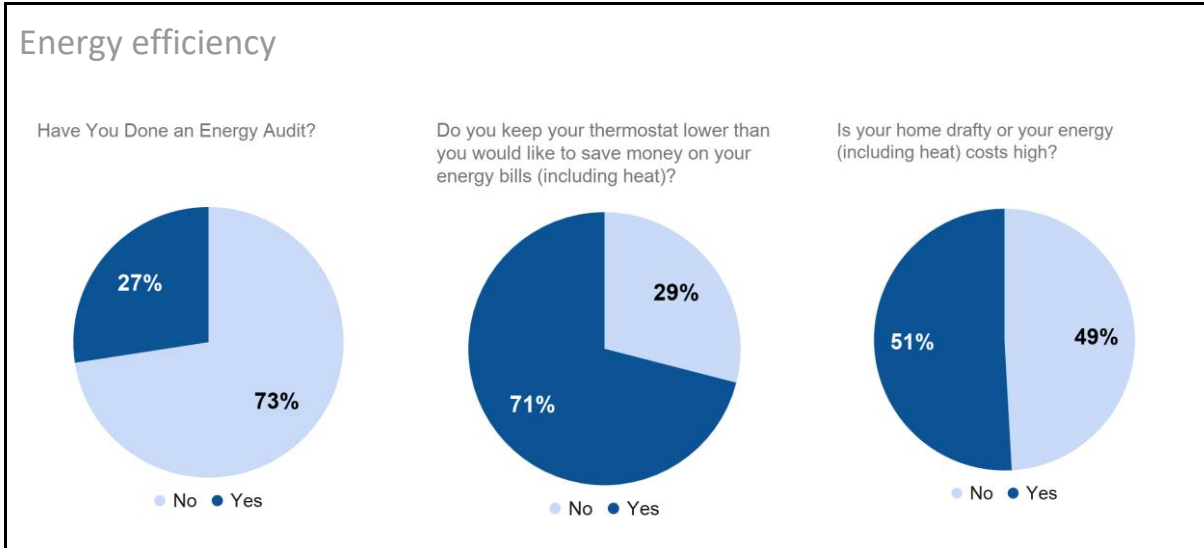


- When analyzing preferences for renewable energy and cost by household income, a similar pattern remains for each income group.

Those households under \$50k were more likely than other income groups to want no extra renewable energy; however, 83% of the income group was still interested in more renewable energy. Of those interested, 50% sought extra renewable energy if they could pay about the same they pay today. The other 33% was willing to pay a little or a lot more for extra renewable energy.



- Nearly three-quarters (73%) of participants had not performed an energy audit, and the percentages were nearly identical across household income groups. There appears to be widespread opportunity for energy efficiency improvements, with nearly three-quarters (71%) reporting that they keep their thermostat lower than they would like in winter and over half (51%) reporting their home is drafty or heating costs are too high.



Survey Conclusions:

The majority of participants in Community Power programs typically remain in the default product rather than choosing any of the program optional products. Given the strong support for both renewable energy and cost parity demonstrated in the survey responses, it suggests that Keene would be well-served by a default product designed with the goals of 1) achieving cost parity or savings compared to Eversource Default Service and 2) including some extra renewable energy.

Additionally, the survey highlighted that, for those that can afford it, the program should offer options with substantially more renewable energy for a price premium.

Although less than 8% of survey responses were not interested in extra renewable energy, it could be beneficial to have an optional product that would meet their needs by providing a lower-cost option with no extra renewable energy, particularly for those households in the lowest income bracket.

There is substantial opportunity for energy audits and efficiency improvements, suggesting support for energy efficiency by the Program would be valuable.

Respondents also cited an interest in local jobs, which the Program can support through demand for additional local renewable energy and by promotion greater

participation in energy efficiency programs. Regional cooperation, particularly with neighboring municipalities, would amplify this impact as well.

[insert additional detail on public review and comments]

3. Approval of Plan by Community Power Committee

[insert detail]

4. Adoption of Plan by City Council

[insert detail]

5. Submission of Final Plan to Public Utilities Commission

[insert detail]

Exhibit II - Education & Outreach Plan

1. Initial Outreach and Education

The initial outreach and education will provide a description of the Program for eligible customers and will be conducted via traditional print and TV channels, social media, a dedicated website, public presentations and personal communications to inform eligible customers 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 upcoming opt-out notification process.

If any Program materials were to reference cost savings for any part of the program, a notice would be included which states that the City cannot guarantee that the Program will provide customers with prices lower than the distribution utility's Default Service rate over the full term of any supply contract entered into by the City.

1.1 Media Outreach

Prior to the launch of the Program, the City will initiate media outreach that may include the use of local cable television shows, 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 may also include public service announcements (PSAs), scheduling interviews of Program spokespersons with local media outlets, and securing a positive media presence.

A news release may be distributed to help achieve the aforementioned goals. Follow-up news releases may be used to update the media on the status of the progress of the Program.

1.2 Notices and Public Postings

Brochures/flyers will be distributed in City offices describing the Program, the opt-out process and the toll-free telephone number in order to further reinforce the Program's details. Brochures/flyers may be placed in key gathering areas or buildings (e.g. library, Senior Center, etc.) which will create the necessary repetition of messages required to motivate customer action and build awareness and understanding.

1.3 Customer Service Center

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

1.4 Website

All information regarding the Program will be posted on the Community Power (CP) website, which is linked to the website of the City. The CP website will have links to the website of the electric distribution utility, the New Hampshire Public Utilities Commission (NHPUC), and the Competitive Supplier.

1.5 Public Presentations

The Program will provide presentations to municipal officials and to interested community groups.

1.6 Outreach to Persons with Limited English Proficiency or Disabilities

At the launch of the Program, the City will include in its customer notification letter a Language Access Document in the native languages of limited-English-speaking residents, which includes, but is not limited to, Spanish. This Language Access Document will inform eligible customers that the letter contains important information from the City about their electric service and they should have the notice translated. The notice will also include the toll-free customer service number. The City will also provide a translation option on its Program website that will translate any written materials on the website into over 100 different languages. The website will be designed with the goal of being compliant with the Americans with Disabilities Act (“ADA”) and will include formats that allow the content to be read out loud by computer assistive technology. Outreach efforts will be communicated in print and audio formats to provide access to both the hearing and visually impaired.

2. Customer Notification Letter

The customer notification letter (also known as “opt out notice”) will be sent via standard mail to the billing address of each eligible customer on Default Service. The notification envelope will be designed to appear as an official City communication and it will be clearly marked as containing time sensitive information related to the Program. The notification will contain a letter describing the Program. The Competitive Supplier shall bear all expenses regarding the opt-out notice.

The letter will inform eligible customers:

- a) about the Program and provide information regarding participation and rights;
- b) that they have the right to opt-out of the Program without penalty;
- c) of all charges, prominently stated, with a comparison of price and primary terms of the Competitive Supplier and the current Default Service offering;
- d) that any savings under the Program compared to Default Service cannot be

-
- guaranteed because the Default Service rate is subject to changes
- e) about the opt-out process; and
 - f) in languages other than English for appropriate customer groups (i.e. toll-free telephone number).

The customer notification letter will also contain an opt-out reply card with a simple check off and signature line for eligible customers who do not wish to participate. The envelope will be pre-stamped for return of the opt-out reply card in order to protect customer privacy.

Eligible customers will have 33 days from the date of the mailing to mail back the opt-out card in a pre-addressed postage-paid envelope and the customer notification shall identify the specific date by which the envelopes containing the opt-out card must be postmarked. Automatic enrollment of customers will not start until three days after the date specified for the postmark of the return envelopes to allow for receipt of the opt-out cards prior to the start of automatic enrollments. New eligible customers will be enrolled in the Program in accordance with applicable Local Distributor Company rules. Upon initiation of service, these new eligible customers will receive the same customer information as all other eligible customers.

A copy of the initial customer Notification Letter will be filed with the Director of the Consumer Services and External Affairs Division of the Public Utilities Commission prior to the start of the opt-out period.

3. Opt-Out Period Education & Outreach

After the customer Notification Letter has been sent, City will continue its education and outreach to afford residents and businesses the opportunity to learn more and find answers to key questions relating to their decision to opt out or enroll in one of the optional products of the program. This process will include, at a minimum, a public information meeting within 15 days of the mailing of the customer notification letter. It will also include a similar range of outreach activities as enumerated in section 1.1 to 1.6.

4. Timeline and Preliminary Marketing Plan for Launch

The timeline and preliminary marketing plan identifies the steps the City may take to inform the community about the Program, as described in Sections 1 through 3 of Exhibit II. The schedule is designed to work towards the estimated date when the customer Notification Letter is scheduled to arrive in customer mailboxes.

The costs and implementation will be handled by the Community Power Consultant, under the direction of the City.

| From estimated date customer notification letter arrives in customer mailboxes | | |
|--|-------------|------------|
| Action | Days before | Days after |
| A. Website launch | 60 | Ongoing |
| B. Work with local media resources | 60 | 30 |
| C. Active social media outreach | 30 | 30 |
| D. Initial person presentations | 30 | 30 |
| E. Distribute marketing materials | 30 | 30 |
| F. Customer help line | 30 | Ongoing |
| G. Mail postcard to all eligible accounts | 15 | - |
| H. Customer notification letter arrives | 0 | 0 |

A. Website Launch:

Timeframe: 60 days before the estimated date that the customer notification letter arrives in customer mailboxes, then maintained on an ongoing basis.

The Program will maintain 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 participants.

B. Work with local media resources:

Timeframe: 60 days before to 30 days after the estimated date that the customer notification letter arrives.

Area Newspapers:

The City will work with area print and online newspapers to disseminate accurate and timely information about the Program. As part of this targeted outreach to these papers, the City may seek a meeting with the editorial board to establish a good foundation for continued dialogue over the course of the contract. Other newspaper outlets may include other local publications.

- These papers include: Keene Sentinel, Monadnock Shopper News, and the New Hampshire Union Leader

Local Public Access Television:

The City intends to work with Cheshire TV channels for public (1301) and government (1302) access. City can record interviews about the program and PSAs for upcoming meetings.

Other Television and Radio Stations

Develop press releases to send to other TV stations and radio stations.

- TV stations include WMUR (ABC, MANCHESTER, NH) Channel 9; WUTF (INDEPENDENT, WORCESTER, MA) Channel 27; WVTA (PBS, WINDSOR, VT) Channel 41; WWJE (INDEPENDENT, DERRY, NH) Channel 50; WEKW (PBS, KEENE, NH) Channel 52; WNEU (NBC, MERRIMACK, NH) Channel 60;
- Radio stations include WVBA (88.9 FM) Brattleboro, VT; WEVO (89.1 FM) Concord, NH; WEVN (90.7 FM) Keene, NH; WEEY (93.5 FM) Swanzey, NH; WSNI (97.7 FM) Keene, NH; WINQ (103.1 FM) Keene, NH; WKNE (103.7 FM) Keene, NH; WYRY (105.5 FM) Keene, NH; WCNL (1010 AM) Newport, NH; WKBK (1290 AM) Keene, NH; WTSA (1450 AM) Brattleboro, VT

Municipal Staff Interviews

Develop Q&A Scripts and prepare municipal staff or volunteers for interviews.

C. Active Social Media Outreach

Timeframe: 60 days before to 30 days after the estimated date that the customer notification letter arrives.

Boost all traditional media coverage on social media platforms, with the goal of driving traffic to the dedicated website of the City.

In concert with the communication leads of the City, develop a campaign of planned tweets and Facebook 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. Draft content and graphics to accompany the posts, to be made by City staff.

- These accounts may include: City of Keene (Instagram, Facebook); City Manager (Twitter); Keene Community Development (Instagram, Facebook & Twitter) and Keene Public Library (Instagram, Facebook & Twitter).

Monitor various channels such as Facebook and Instagram 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.

- These accounts may include: “Downtown Keene” Facebook page (@downtownkeene); the “Keene, NH” Facebook group (5.5k members); and “Keene NH Community Forum” Facebook group (1.5k members)

Identify key social media influencers in the City, 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 Program.

D. In Person Presentations

Timeframe: 30 days before to 30 days after the estimated date that the customer notification letter arrives. This will include, as required in RSA 53:E-7, a public information meeting within 15 days of the mailing of the customer notification letter.

Local Groups

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

- Example groups include: Neighborhood associations, Social service agencies, Business Focus Group, Rotary, Kiwanis, Lions, Chamber, Clean Energy team, Keene Young Professionals, Downtown Group, Board of Realtors, Keene Senior Center, Keene Off-campus Housing (landlords and tenants), Keene State College English as a Second Language (ESL) classes, CALL Program (Cheshire Academy for Lifelong Learning).

Reaching the business community will be important. Presenting to the Chamber of Commerce can start this dialogue and lead to additional outreach to and connection with businesses.

Council Meetings

Present or provide materials for the Council meetings and any constituent meeting they may have.

E. Distribute marketing materials

Timeframe: 30 days before to 30 days after the estimated date that the customer Notification Letter arrives.

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.

Distribute to key locations such as Municipal Offices and Public Library.

F. Customer Help Line

Timeframe: 30 days before the estimated date that the customer notification letter arrives and ongoing thereafter.

Establish customer helplines with the Competitive Supplier and Community Power Consultant to answer customer inquiries.

G. Mail Postcard to all eligible accounts

Timeframe: 15 days before the estimated date that the customer notification letter arrives.

Post Card

Send out prior to customer notification letter. Establishes that there is a community-sponsored Program and increases the likelihood that recipient engages with the more detailed opt-out letter.

H. Customer Notification Letter arrives

Sent to all retail electricity customers on Default Service. Customers will have at least 30 days from the date of mailing to elect not to participate in the Program (i.e. opt out) before the Program starts. The customer notification letter will provide all Program rates, terms and conditions, identify the deadline to opt out, and will provide instructions for how to opt out via web, phone or mail. It will also remind customers that once the Program starts, they may still opt out at any time, without penalty.

5. Ongoing Outreach and Education

The City intends to continue outreach and education for customers after enrollment in the Program. The costs and implementation will be handled by the Community Power Consultant, under the direction of the City. These efforts will include:

- **Program impact:** Key metrics relating to cost performance, renewable energy purchases and program enrollment. Particularly as the program accomplishments relate to progress towards the City’s ambitious short- and long- term goals for renewable energy and greenhouse gas emission reduction. This will also include the Energy Source Disclosure labels for the electricity supply;
- **Opt up campaigns:** On-going campaigns to recruit participation into its optional product(s) that contain more renewable energy than required by law (“Opt up campaigns”). Increasing participation in these products will serve the City’s goals to expand new renewable energy and reduce greenhouse gas emissions;
- **Customer awareness:** Rights and procedures for Program participants; contact information for customer inquiries, responses to frequently asked questions, and details regarding the Program’s electric supply and renewable attributes.
- **Public input:** As the program considers changes to further its progress toward a 100% renewable future and other goals, City will manage outreach to solicit input and feedback from the community.
- **Program changes and evolution:** Any changes in offerings and prices, which will be posted on the Program website that is linked to the website of the City.

The program will utilize similar mediums for on-going education and outreach as for the initial launch education and outreach, including but not limited to: social media, traditional media, in-person meetings and presentations, outreach to local groups, video, and mail.

Translation of all materials will be provided as necessary to reach communities with limited English proficiency.