



Town of Marlborough
COMMUNITY POWER PLAN
Draft
December 20th, 2021



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I. Marlborough Community Power Overview

I.a. Introduction

Marlborough Community Power would create new electricity supply choices for Marlborough 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, Marlborough would bundle together the electricity needs of its residents and businesses and put out a bid for an electricity supplier to provide the necessary electricity at competitive prices. With Community Power, the Town 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 dramatically and toward 100%. Eversource will continue to manage billing and maintain wires and poles.

This Plan is intended to guide the implementation of the Marlborough Community Power Program. It is a living document; elements of this plan are likely to change over time based on evolving laws and energy supply options. This plan reflects options currently available or expected in Eversource New Hampshire service territory, and provides flexibility for adding options in the future as warranted to benefit the Marlborough community.

I.b. Mission Statement

Marlborough Community Power's mission is to provide electric power supply and services to our community at competitive costs. We encourage resilience and efficiency, and shall facilitate our community's transition to 100% sustainable energy.

II. Process to Develop and Approve Plan

The process to develop a Community Power program involves community input to develop the Plan that will govern program operation and local- and state-level review and approval of the Plan. Approving the Community Power Plan does not obligate the Town to launch a program if conditions are not favorable. The process to develop and approve the Plan is summarized here, and full details on each step are available in **Exhibit I**.

Before implementation, a review and approval process will ensure that the Plan 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 Marlborough Community Power Program satisfies all the requirements necessary.

The process to develop the Plan, consistent with New Hampshire Revised Statutes Annotated (RSA) 53-E, is the following:

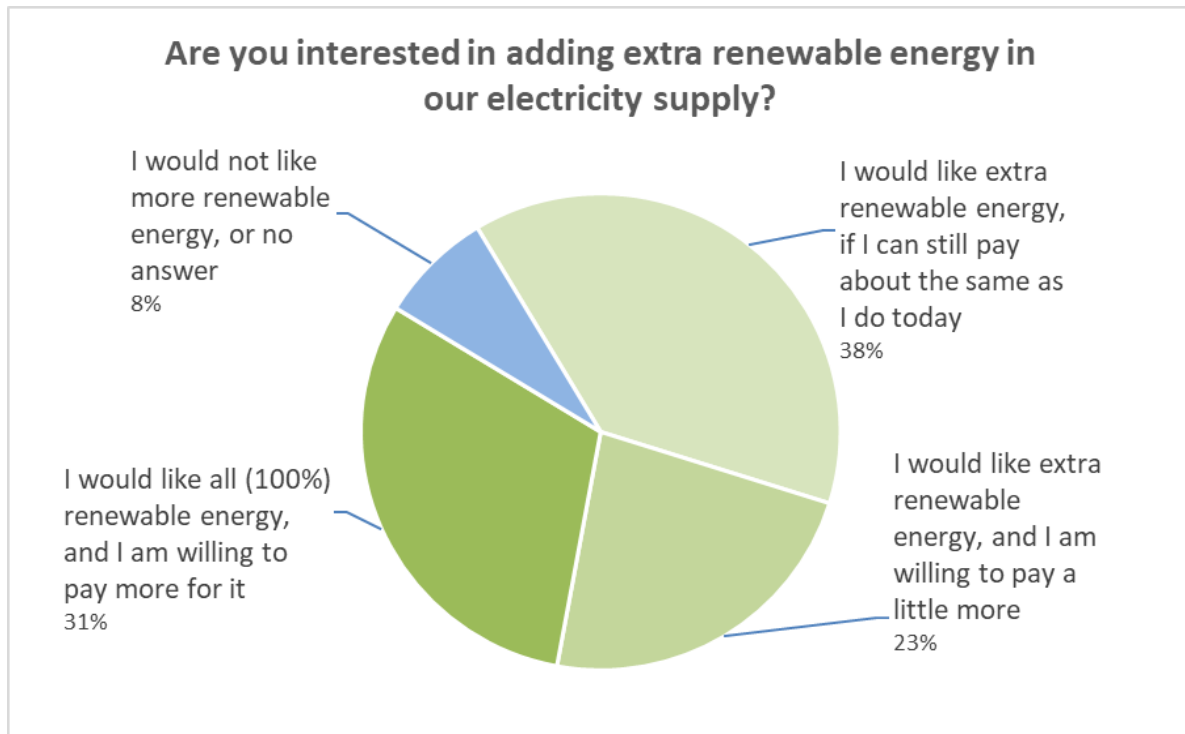
1. Creation of Community Power Committee,
2. Creation of a Draft Plan with public hearings,
3. Approval of a Plan by Community Power Committee,
4. Selectboard adopts the Plan and votes to submit the Plan to Town Meeting,
5. Approval of the Plan at Town Meeting, and
6. Review and approval of the Plan by the Public Utilities Commission.¹

The Town has engaged the Consulting team of Standard Power and Good Energy to assist the Committee in its work at no cost to the Town budget and no obligation to move forward with a program. This team is providing complete Community Power services for the City of Keene, and Standard Power is the Town's energy broker for Municipal Power and renewable energy net metering benefits. Standard Power partnered with the New England team of Good Energy, an experienced Community Power services provider in New England since 2015.

The community was surveyed to determine preliminary goals for a Community Power Program. Survey results showed strong support for a Community Power program with options that lowered energy bills (83%), increased renewable energy sources (71%), and exerted more local control over energy costs (63%). 92% of respondents supported adding extra renewable energy into our electric supply, and over half of respondents, 54%, were willing to pay more than they currently pay to have more renewable energy in their supply. 72% supported pursuing a 100% renewable resolution for Marlborough, with 6% opposed and 22% answering they didn't know, or they didn't answer.

Survey results strongly support the choice of a new default electric supply product with extra renewable energy, and optional products that include lowest costs and higher levels of renewable energy. See **Section V** for more detail on default and optional products. Complete survey results are included in **Exhibit III** and are posted on the Community Power Committee page of the Town's website.

¹ Alternatively, Plan may be submitted to the PUC for review before Town Meeting



Community Power Survey Results, see Exhibit III.

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 the Town'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 municipality 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.
- 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, meet the state’s Renewable Portfolio Standard and any other basic environmental and service standards established by the Public Utilities Commission and other applicable agencies and laws, 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 Marlborough Selectboard voted to establish the Community Power Committee on May 6th, 2021. 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 Selectboard. See **Exhibit I** for detail on the public input process.

Selectboard: Should the Plan be approved at Town Meeting, becoming the Marlborough Community Power Program (“Program”), the Selectboard, as the Town’s governing body, will exercise overall authority over it. That authority shall include, but not be limited to, the following:

- Select and contract with a Community Power Consultant (“Consultant,” see below)
- Authorize the issuance of bids for power supply recommended by the Consultant
- With the Consultant, negotiate and execute Electric Service

Agreements (“ESA”) consistent with the products and goals established in the Program

- Review and approve all changes to the Program
- Oversee the Consultant’s management of an Education and Outreach plan
- Direct the preparation of an Annual Report on the Program, to be included in the Town Annual Report

Town Meeting: In accordance with RSA 53-E:7, Town Meeting, as the legislative body of the municipality, will be the body to adopt the Community Power Plan by a majority vote of those present and voting.

Town Administrator/Designee: The Selectboard may designate the Town Administrator to act as a liaison between itself and the Consultant, and to provide input and recommendations to meet the goals of the program. Alternatively, the Selectboard may designate another municipal official or body (for example, the Energy Committee) to serve these functions. *Note:* This Plan makes no specific recommendation regarding these liaison and advisory functions, leaving the matter to the determination of the Selectboard.

Community Power Consultant: The Community Power Consultant (“Consultant”) is a qualified vendor of electrical aggregation services which enters into a contract with a municipality to administer a Community Power Program. The Consultant, coordinating with the Town Administrator/Designee, will advise the Selectboard on all aspects of the Program and provide services including but not limited to the following:

- Manage the procurement of electricity from the Competitive Supplier(s) (see below)
- Monitor contracts with Competitive Supplier(s) and, in circumstances necessitating a change in the Program price, negotiate the change with the supplier(s), subject to Selectboard approval
- Coordinate relations with other Community Power Programs with whom the Town of Marlborough may join in order to form a Buying Group (see below)
- Develop and implement an ongoing public education plan relating to the Program
- Provide customer support
- Supply information for the Program Report to appear in the Town Annual Report

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 Town under terms deemed reasonable and appropriate for the retail electric customers by the Town Administrator, or their designee(s).

Buying Group: The Town may elect to join with other municipal aggregators (i.e. other Community Power Programs) to combine their load for the purposes of soliciting bids from Competitive Suppliers. The purpose of a Buying Group is to allow municipal aggregators to capture the benefits of collective purchasing power while retaining full municipal autonomy. The Town shall be represented by the Town Administrator, or their designee(s), on the executive committee of the Buying Group for the purposes of selecting a Competitive Supplier based on the needs of the Town. The Town 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 Town of Marlborough.

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 Rate		
Product Description	Optional Rate lowest cost	(Automatic enrollment)	Optional Rates with additional renewable energy	
Product Name	Basic	Marlborough Default	50% Green	100% Green
Product Goals	No increase in renewable energy use over minimum state requirements lowest rate	Increase renewable energy use while maintaining competitive rate	Significant increase in renewable energy use, with a target of 50% additional renewable energy small rate increase	Largest increase in renewable energy use, with a target of 100% additional renewable energy market rate for 100%

Default Product

- **Default:** The Program intends to offer Marlborough Default as its default product. The 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. Under this Plan it is the Town'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

- **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. Basic will be the lowest cost option in the Program.
- **50% Green:** For customers that want more renewable electricity than is offered by Marlborough Default, this product offers additional renewable energy with a target of 50% local renewable energy above the RPS. The Town 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.
- **100% Green:** For customers that want more renewable electricity than is offered by Marlborough Default, this product offers additional renewable energy with a target of 100% local renewable energy above the RPS. The Town 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 once it has been retired).

V.b. Green Definition

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

The additional RECs, above that required by state law, will 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, Marlborough seeks to support renewable energy generation located within Marlborough or as close to Marlborough in New Hampshire as possible. The Town also seeks to support the growth of renewable energy, thereby displacing fossil fuels and reducing greenhouse gas (GHG) emissions. To meet these goals, all additional RECs, above those required by state law, are initially expected to be New Hampshire Class I eligible RECs.

As described above, the Town 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.

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 currently is scheduled to increase annually and plateau 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, Marlborough 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. 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>.

VI. Operation

The implementation of the Community Power Program requires extensive interaction between the Town (Selectboard, Town Administrator/designee), the Consultant, the Competitive Supplier, the electric distribution utility, and the residential electric customers residing in Marlborough.

Following adoption of the Plan by Town Meeting, the key operational steps will be:

- a. Issue a Request for Proposals (RFP) for power supply and select a Competitive Supplier
- b. Implement a comprehensive 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 Consultant, under the oversight of the Selectboard (assisted by the Town Administrator/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 Consultant may solicit bids for the Town's 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 credentials
- 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

Price bids will be solicited from suppliers that meet the threshold criteria and agree to the terms and conditions of the ESA. The Consultant will request bids for a variety of term lengths (e.g. 12, 24, 36 or 48 months) and for power from different sources. The Selectboard, with the advice of the Consultant and input from the Town Administrator/Designee, 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. Bidders will be required to identify the technology, vintage, and location of the renewable energy generators that are the sources of the RECs. Bidders will also be required to include RECs that have been created and recorded in the New England Power Pool Generation Information System. The Selectboard, with the advice of the Consultant and input from the Town Administrator/Designee, 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.

Prior to delivery of the bids, the Selectboard shall set parameters for accepting a bid, including the price, term and characteristics that are appropriate for its constituents. The Selectboard may provide authorization to a designee(s) to select a bid consistent with its approved parameters and with the input of the Consultant and the Town Administrator/Designee. Whether the Town 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 Town to select the

same price, terms or supplier as other members of the Buying Group. If a bid is satisfactory, the Selectboard or their designee(s), shall execute an Electric Service Agreement (“ESA”) with the selected supplier(s). The Town 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 Selectboard will reject all bids and authorize the Consultant to repeat the solicitation for bids as often as needed until market conditions yield a price that is acceptable.

The Consultant, under the oversight of the Selectboard (assisted by the Town Administrator/Designee), may provide customers with renewable energy generation source information through a variety of vehicles including the Program page on the Town’s web site, content disclosure labels and the customer notification letter.

VI.b. Implement comprehensive 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 will be developed and implemented by the Consultant, acting under the oversight of the Selectboard (assisted by the Town Administrator/ Designee). Funding for the Plan, as with other administrative costs, is to be supplied by a fee paid from the Competitive Supplier(s) to the Consultant, as specified in the ESA (see section VII below).

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, further efforts will be undertaken 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 to be taken 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 Town's future short- and long- term goals for energy policy.
- 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 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 Town'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 page, 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 Town intends to solicit a new power supply agreement, as described in **Section XIII. Method of Terminating and Entering Agreements with Other Entities**. If the Town 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 Town, 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 Selectboard will direct the Town Administrator/Designee to prepare an Annual Report regarding 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 Town may request. The information for this report will be prepared by the Consultant, who will assist or lead in compiling the report for presentation to the Selectboard and publication in the Town Annual report.

iv. Data Portal: The Community Power Consultant will make available to the Town Administrator and their 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

The Town seeks to continually improve the Program and progress towards its long-term goals. To this end, the Consultant and the Town (Selectboard, Town Administrator/Designee) will regularly assess new opportunities such as technologies, services, regulatory policy changes, and more for their applicability to the Program. The Consultant will develop appropriate strategies to integrate these opportunities into the Program, and will support the Town in presenting new opportunities to the Selectboard 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 Electric Services Agreement (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 Town 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 page.

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 Town, with the expert advice of the Consultant, and the Competitive Supplier will negotiate a potential change in the Program price subject to the approval of the Selectboard. At least 30 days prior to the implementation of any such change, the Consultant, under the oversight of the Selectboard, will notify customers of the change in price by issuing a media release and posting a notice in Town Hall and on the Program page. With the concurrence of the Selectboard, the Consultant 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 Town website and any other communications intended 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. 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 Town 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 Town 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 Selectboard, with the assistance of the Town Administrator/Designee, will solicit proposals for, and evaluate, potential Community Power Consultants using a competitive procurement process or

alternative procedure which the Town determines to be in the best interest of its customers and consistent with all applicable local, state and federal laws and regulations.

X. 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 Town, the Community Power Consultant, the Competitive Supplier, the electric distribution utility and the NHPUC. As appropriate, the Town 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.

XI. 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 Marlborough, 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.

XII. 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.

XIII. Extensions or Termination of Program

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

Although the Town is not contemplating a termination date, the Program could be terminated upon the termination or expiration of the ESA without any extension, renewal, or negotiation of a subsequent supply contract, or upon the decision of the Town, via a majority vote of those present and voting at Town Meeting, 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 Town will notify customers of a planned termination of the Program through media releases and postings on the Program page.

The Town will notify the electric distribution utility of the planned termination or extension of the Program. In particular, the Town 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 Town will also provide notice to the NHPUC 90 days prior to a planned termination. Notice shall include copies of all media releases, Town Hall and Program page postings and other communications

the Town 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.

XIV. Aggregating Municipalities & Buying Group

Participating in a buying group may offer the potential for the Town to expand its buying power for greater economies of scale, and to support other municipalities to access the benefits for Community Power and promote regional sustainability. Marlborough 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 Town 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 Selectboard.

XV. Promoting Energy Efficiency

In addition to supporting cost-competitive and cleaner electricity, the Town 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. 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.

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 Town and Competitive Supplier
32	Competitive Supplier notifies electric distribution utility to prepare retail electric customer data of the Town; 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 a pre-paid envelope to the 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

Marlborough’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 Town 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

The Marlborough Board of Selectmen voted to form an Electric Aggregation (Community Power) Committee on May 6th, 2021:

Marlborough Selectmen's Meeting Minutes

May 6th, 2021

Excerpt from Approved Minutes:

Selectman Pitt moved and Selectman Nelson seconded a motion to establish the Electric Aggregation Committee in accordance with NH RSA 53-E:6 and further to appoint Marge Shepardson, Jerry Burns, Jeannie Butler, Ted Mead and Chana Robbins members, roll call vote Chairman Paight – yes and Selectman Pitt – yes and Selectman Nelson – yes, motion passed.

2. Creation of a Draft Plan with public input

The Committee was commissioned by the Selectboard May 6th, 2021, and their first meeting was July 6th. The Committee collected information on Community Power and met with representatives of the two main energy aggregation agencies: the Community Power Coalition of New Hampshire, which was formed October 1st, 2021 by a group of cities and towns for the purposes of securing shared Community Power services; and the consulting team of Standard Power and Good Energy. Standard Power is the Town's municipal energy broker and provider of renewable energy net metering benefits since 2013. Good Energy provides Community Power (also called municipal aggregation) services in New England since 2015 and nationally for over a decade. Standard Power and Good Energy are the Community Power consulting team for neighboring Keene and Swanzey.

The Committee recommended that the Selectboard engage Standard Power and Good Energy as Consultant. The town signed a non-binding Memorandum of Understanding at no cost to the town to allow the Committee to work with the Consultant in developing the draft Community Power Plan.

The Committee released a Community Power survey to get input on the community goals for the Plan. The Marlborough Community Power survey was available online beginning October 29th, 2021 and published in the Monadnock Shopper News on November 3rd. A total of 65 responses were received, 10 returned from the print survey and the rest were completed online. Full survey results are available in Exhibit III.

The Community Power Committee held a public information session on November 22nd at 7pm at Marlborough Elementary School. Outreach for the survey and informational meeting included the creation of a facebook page and event, public notifications and

notices in local newspapers and calendars, posting and email distribution of a flyer, as well as the print survey and associated article in the Monadnock Shopper News. Committee chair Marge Shephardson was interviewed about the program on local radio station WKBK's morning program. Committee members handed out dozens of flyers and answered questions at the Recycling Center (RTC) on Friday November 12th, and Saturday November 13th.

The Consultant provided a first draft of a Community Power Plan to the Committee for review at the November 16th Committee meeting. Survey results, input from the public information session, and input from the Committee were added to the draft, and a new draft was approved for public review at the Committee meeting December 7th. Two public hearings are planned for January 10th, 2022, at noon by zoom, and at 7pm in person at the school. A press release will support public outreach for the hearings. The Town Community Power Committee page is updated with current information, and hearing notices will be posted on social media.

Draft Plan: Public Hearings & Comments

[Insert detail on where the draft plan was posted and how it was advertised; detail on public meetings and hearings held on draft plan; detail on public comments received]

3. Approval of Plan by Community Power Committee

[Insert detail on CPC's review post-public hearing and any changes made to plan in response to public comment; detail on approval vote].

4. Adoption of Plan by Selectboard and Town Meeting

[Insert detail on Selectboard's review and adoption date; date of deliberative session; and detail on adoption vote].

5. Submission of Final Plan to Public Utilities Commission

[insert detail]

Exhibit II - Education & Outreach Plan

1. Initial Outreach and Education

This section refers to outreach following the selection of a competitive supplier and prior to Program implementation.

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, the dedicated Community Power Program page on the Town's 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.

1.1 Media Outreach

Prior to the launch of the Program, the Consultant, under the oversight of the Selectboard (assisted by the Town Administrator/Designee), 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 informational Program page, 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 Town 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, post office, etc.) which will create the necessary repetition of messages required to motivate customer action and build awareness and understanding.

1.3 Customer Service

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 that may arise.

1.4 Community Power Program page on the Town's website

A dedicated Community Power Program page on the Town's website will be maintained to provide and coordinate customer communications and services. All information regarding the Program will be posted on the Program page including the toll-free number, forms for enrollment, opt-up and opt-out, and links to the websites of Eversource, the electric distribution utility, the New Hampshire Public Utilities Commission (NHPUC), the Competitive Supplier, and the Consultant for related information and services.

1.5 Public Presentations

Presentations will be provided as needed to municipal officials and to interested community groups.

1.6 Outreach to Persons with Limited English Proficiency or Disabilities

The Program will be consistent with Town policies to provide access to Program materials for all eligible customers. Translation of all materials will be provided as necessary to reach communities with limited English proficiency. The Program will also work with local organizations on accessibility issues as needed, see Section 4.D below.

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 Town 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, the Consultant, under the oversight of the Selectboard (assisted by the Town Administrator/Designee) 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 Town 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 of the Education/Outreach Plan will be handled by the Community Power Consultant, under the direction of the Town (Selectboard, assisted by the Town Administrator/Designee).

Proposed Timeline:		
Action	Days before*	Days after*
A. Program page launch	60	Ongoing
B. Work with local media resources	60	30
C. Active social media outreach	30	30
D. 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
*From estimated date customer notification letter arrives in customer mailboxes		

A. Program page launch:

Timeframe: A dedicated Community Power Program page on the Town's website will be maintained by the Program to provide all customer communications and services starting on or before 60 days before the estimated date that the customer notification letter arrives in customer mailboxes.

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 Town 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 Town 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: The Keene Sentinel, the Monadnock Shopper News, and the New Hampshire Union Leader.

Local Public Access Television:

The Town may record interviews about the Program and PSAs for upcoming meetings and local broadcast, as available.

Other Television and Radio Stations

Develop press releases to send to other TV stations, possibly including WMUR, and radio stations, including WKBK and NHPR.

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 traditional media coverage on social media platforms, with the goal of driving traffic to the dedicated Program page of the Town's website.

In concert with the Town, develop a campaign of planned 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 Town staff.

- These accounts may include: Marlborough Community Power Facebook page.

Monitor various channels such as Facebook 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: _____

Identify key social media influencers in the Town, including lawmakers, advocates and reporters. Develop a spreadsheet of the email addresses and reach out to them to keep them informed about the Program.

D. Public Presentation

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 Town 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 Groups, Rotary, Kiwanis, Lions, Chamber of Commerce.

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

Selectboard Meetings

Present or provide materials for the Selectboard 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 Libraries.

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 the 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 Town 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 Town. 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 Town'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 Town'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, the Town, working through the Consultant, will manage outreach to solicit input and feedback from the community.
- **Program changes and evolution:** Any changes in offerings and prices will be posted on the Community Power Program page on the Town's website.

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.

Exhibit III - 2021 Survey results

Exhibit III. Marlborough 2021 Survey Results

The Marlborough Community Power Survey was made available on the Community Power page of the Town's website beginning October 28th, 2021, and was published in the Monadnock Shopper News on December 3rd. 66 responses were received before the published deadline, November 17th. Responses were compiled by the consulting team Standard Power and Good Energy, and are reported here, with implications for next steps for a Community Power Program.

Marlborough Community Power Survey

This survey was created by the Marlborough Community Power Committee to assess the needs and interests of the community to design our own Community Power program. Community Power allows towns to choose where their electricity comes from on behalf of residents and businesses with the goal of reducing electric bills and increasing independence and energy options. The survey should take about 10 minutes to complete and all responses are anonymous. For more information, please visit the Community Power Committee page on the Town's website: MarlboroughNH.org/community-power-committee. You may complete the survey online at surveymonkey.com/r/MarlboroughCP

***1. Is your HOME or BUSINESS located in Marlborough? If both, please complete the survey as a resident first, then complete a separate survey for your business.**

☐ Home ☐ Business

Electricity Supply

Eversource is our electric utility, providing emergency services, poles and wires and billing services. This will not change with Community Power. Eversource also provides default electricity supply for most of our community members. This will change with Community Power, but you will always have the choice to stay with Eversource supply.

***2. Who is your electricity supplier? Check your electric bill to see who is your electricity supplier.**

☐ Eversource ☐ I don't know ☐ Other /third party supplier

***3. Why did you stay with Eversource? Select all that apply.**

☐ I didn't know I had a choice
☐ I see no need to switch
☐ I tried, but I could not find good rates
☐ Other _____

***4. Why did you choose a supplier other than Eversource? Select all that apply.**

☐ More renewable content
☐ Better rate
☐ Other _____

***5. Do you have solar panels?** ☐ Yes ☐ No

***6. What do you want the Community Power program to bring to Marlborough? Check all that apply:**

☐ Local control of electricity costs
☐ Lower energy bills
☐ Increased renewable energy, including local sources
☐ Consumer protections
☐ Local jobs
☐ Increased knowledge about energy & how to reduce costs
☐ Other _____

***7. Are you interested in adding extra renewable energy in our electricity supply?**

☐ I would like extra renewable energy, if I can still pay about the same I pay today;
☐ I would like extra renewable energy and I am willing to pay a little more than I pay today;
☐ I would like all (100%) renewable energy and I am willing to pay more;
☐ No, I would not like more renewable energy.

***8. Keene and Peterborough have both passed resolutions to achieve 100% renewable electricity by 2030. Do you support this resolution for Marlborough?**

☐ Yes ☐ No ☐ I don't know

***9. How do you prefer to receive updates about the program? Check all that apply.**

☐ Mail
☐ Email: _____
☐ Town website / Facebook
☐ Keene Sentinel, Monadnock Shopper News
☐ Other: _____

Energy Efficiency

Community Power programs can reduce energy costs and emissions. Another really important way to achieve those benefits is energy efficiency.

***10. Have you implemented any of the following energy efficiency steps at your home or business (check all that apply):**

☐ Performed an energy audit
☐ Improve insulation
☐ Purchase energy efficient appliances
☐ Install LED light bulbs
☐ Install energy efficient windows
☐ Install a programmable thermostat
☐ Other: _____
☐ None of the above

Tell Us About Yourself

To help us ensure a diversity of perspectives that reflects our entire community, please provide the following information. All responses are anonymous.

11. Do you ☐ Own? ☐ Rent?

12. Which best matches your age?



☐ Under 18
☐ 18-40
☐ 41-65
☐ 66+

13. Which best matches your household income level?

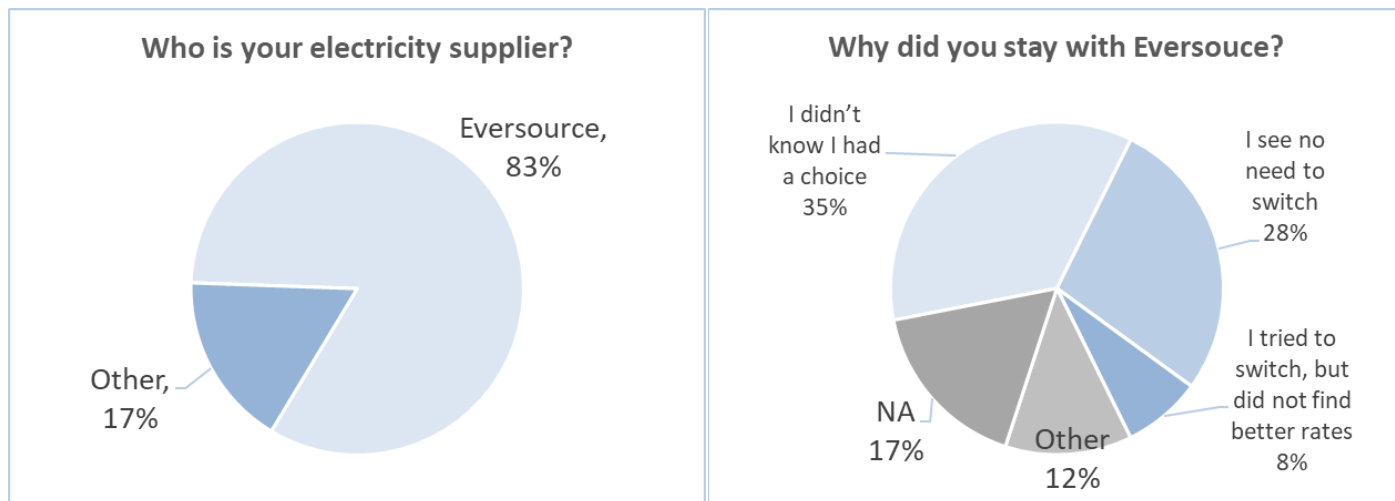
☐ Under \$50,000
☐ \$50,000 to \$99,000
☐ 100,000+

Return the completed survey to

Town of Marlborough - Community Power
P.O. Box 487
Marlborough, NH 03455

GoodEnergy:  Learn about Community Power programs at cp.standardpower.com 

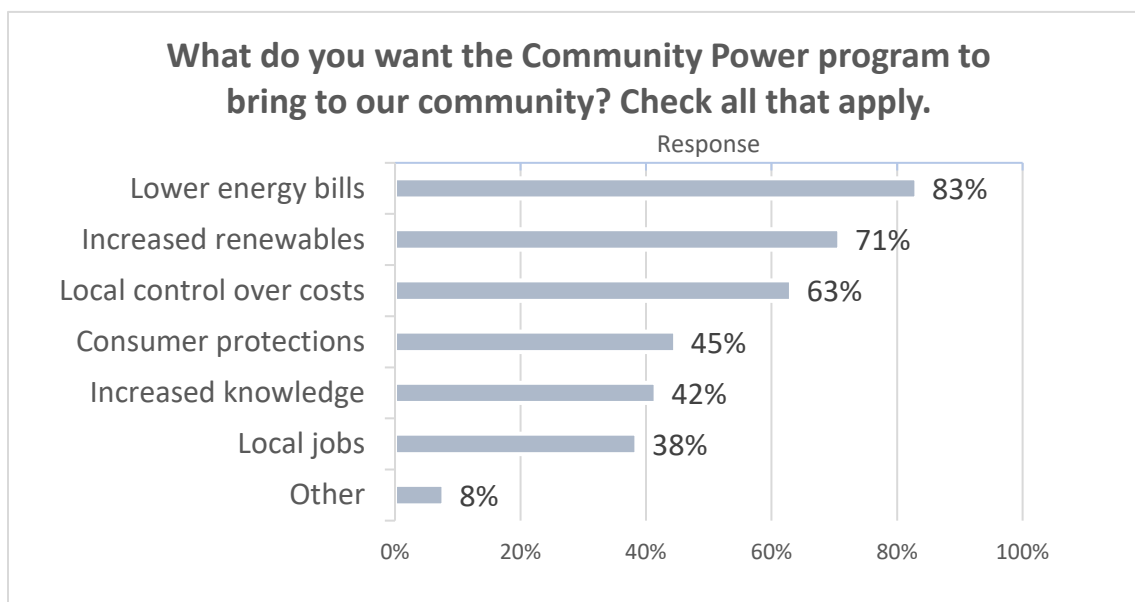
Questions 1 to 5 of the survey asked about the electricity supply of Marlborough residents and businesses. Of the responses, 63 were residential customers and 2 were businesses. The majority of respondents were served by Eversource default electricity supply, 83%, with 17% on competitive electric supply. One third of respondents said they didn't know they had a choice of supplier, and 28% saw no reason to look for an alternative. Of the 11 respondents that chose a competitive supplier, six did so for a better rate, and five wanted more renewable energy than the utility default. Seven respondents, or 11%, produce at least a portion of their own electricity using onsite solar panels.



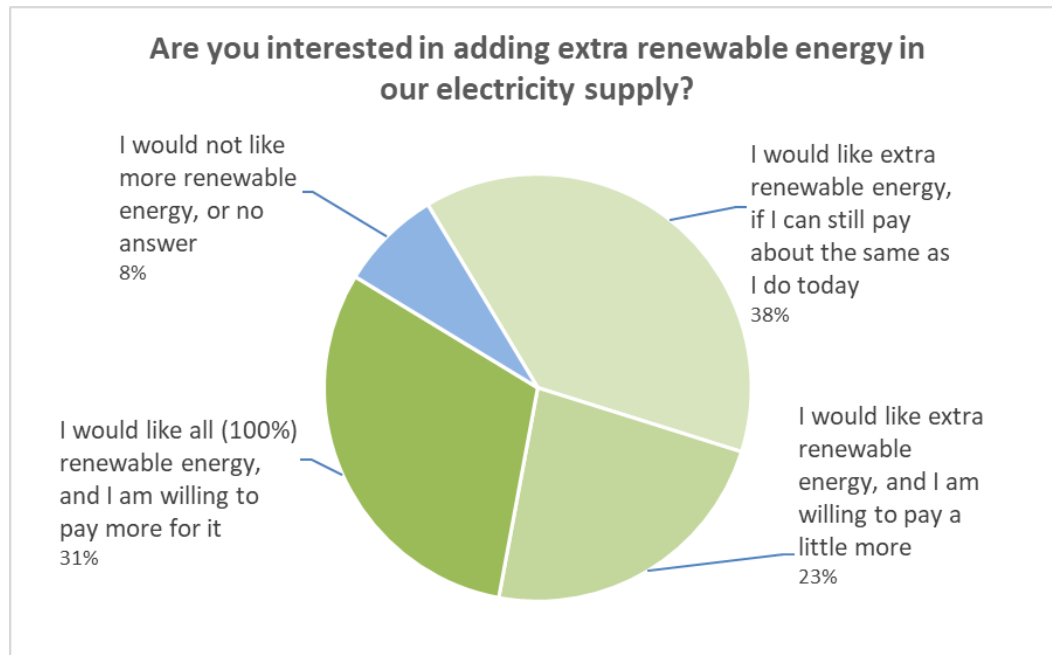
Why did you stay with Eversource? (Other):

- I previously had another company and Eversource was better
- I was turned off by some of the sales pitches from other sources
- (I've) been waiting for community aggregation
- I haven't looked at options recently
- Dependability
- Cost

Question 6 asked about current community knowledge and support for the benefits and goals of Community Power. Support was expressed for each goal, with the strongest support for lower energy bills, increased renewable energy and local control. Marlborough Community Power will increase community knowledge of how a Community Power Program supports each of these benefits.



Question 7 asked about community support for renewable energy in electricity supply above the state minimum, or Renewable Portfolio Standard (RPS), which is currently 21.6% of all electricity consumed in New Hampshire and scheduled to level off at 25% in 2025. The response was very strongly in support for renewable energy. Adding the green slices of the following pie chart together, 92% of respondents supported extra renewables in their energy supply, and 54% said they were willing to pay more for it. 8% responded they did not want more renewable energy. One person did not answer the question.



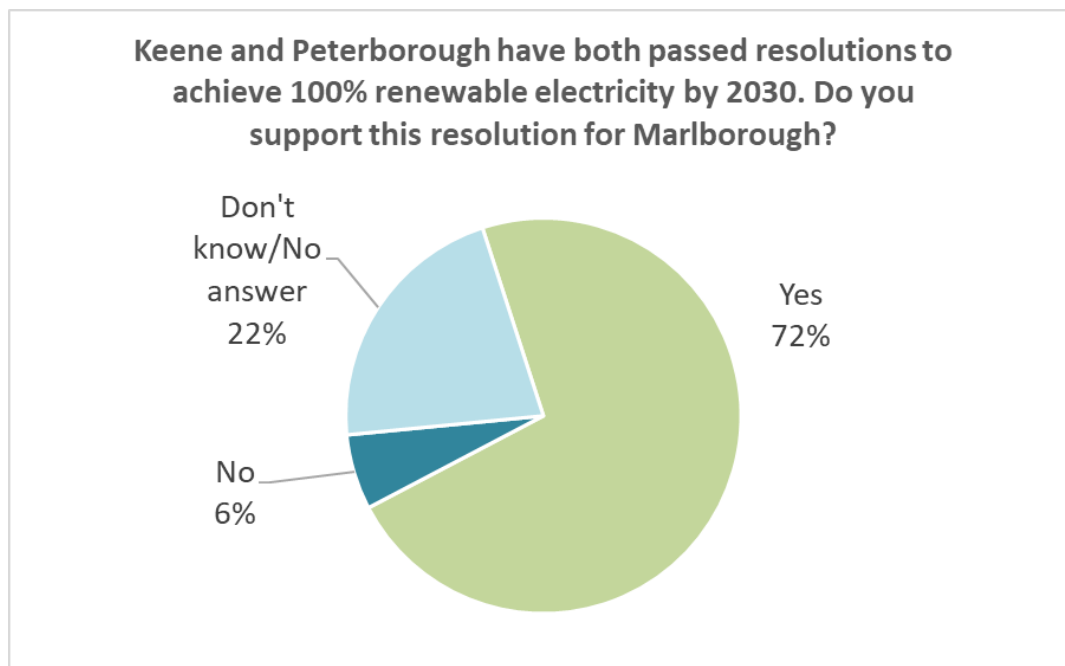
The results of Question 7 support the creation of a Community Power program with a default option that has extra renewable energy and is also competitive with the utility default for cost. The default is the option most customers choose and/or are automatically enrolled into by not choosing another option.

The responses to Questions 6 and 7 also strongly support 2-3 optional products, a lowest cost option and additional renewable options including 100%. The lowest cost option meets the needs of community members who need maximum cost savings and/or feel that the current RPS is sufficient renewable energy. An option with 100% renewable energy supports the choice of almost one third of survey respondents. While community survey results do not guarantee program results, these are attractive choices for Marlborough community members.

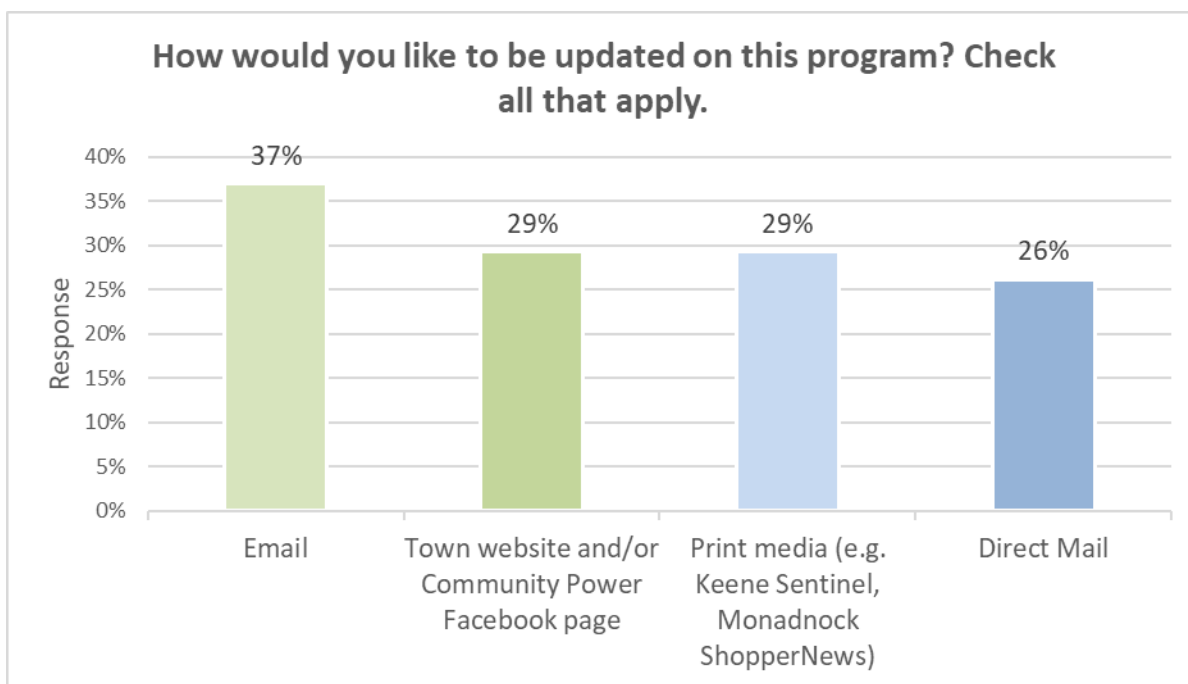
Renewable product choices have an additional benefit, contributing significantly to the Town’s goal of sustainability. The more renewable products chosen by individual customers, including the renewable default, the higher the Program’s overall impact on sustainability. The increase is significant even for the default, and grows dramatically with the uptake of opt up renewable products by individual customers.¹

¹ The sustainability benefits accrue quickly. 5-10% extra renewables in the default increase the renewables in the default supply by almost 25-50%, from the RPS of 21.6% to 26.6% or 31.6%. The impact is even more dramatic for 100% customers, whose impact is 10-20 times that of the default customer. Stated another way, one person opting up to 100% offsets the choice of 10-20 people who opt for the least-cost option with no additional renewables.

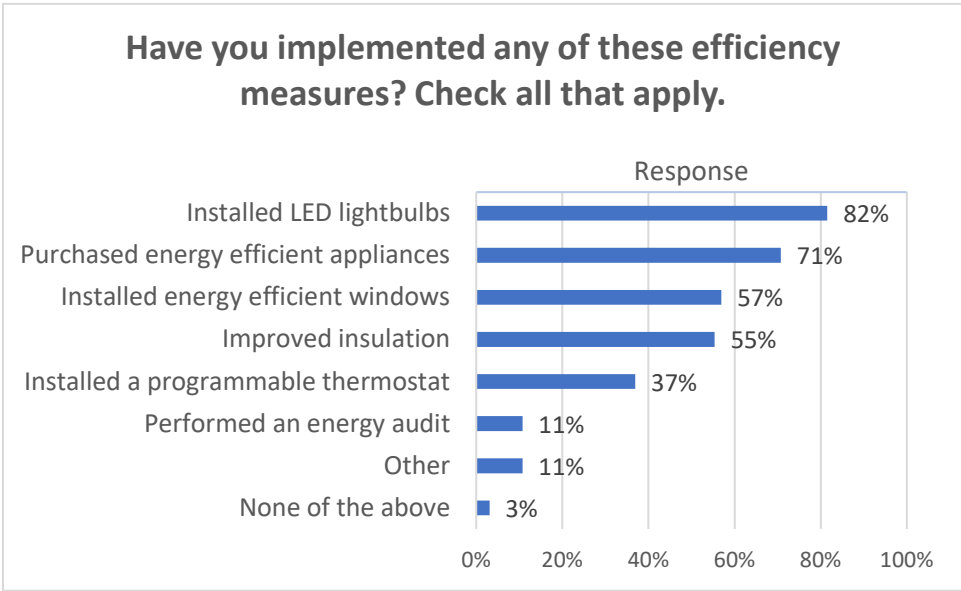
Question 8 was included at the request of the Marlborough Community Power Committee to gauge preliminary support for a Town-wide goal for 100% renewable energy. This type of resolution is decided independently of a Community Power program, but the survey response indicates strong support for exploring it in Marlborough, 72% yes, 6% responding no, and 22% undecided or no response.



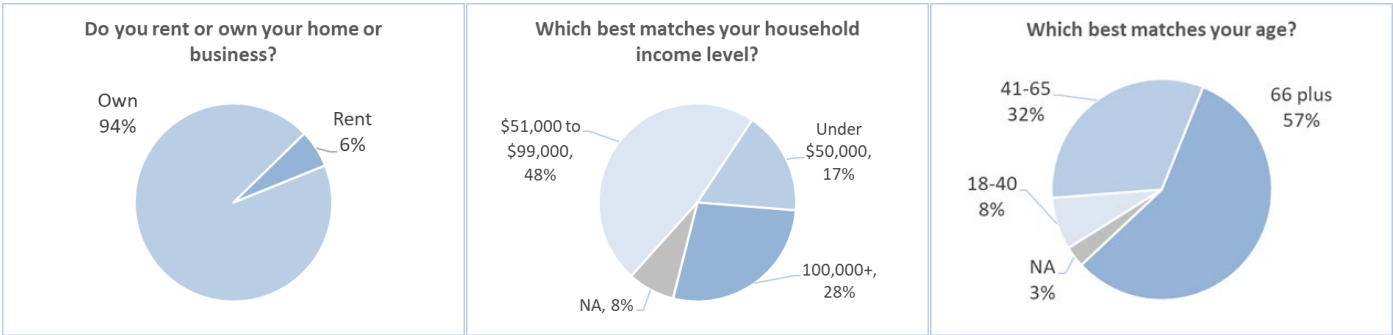
Question 9 asked about communications and program updates. The dedicated Community Power page on the Town’s website is the principal means of providing Program details and updates. It will be supplemented with printed and posted notices, flyers, informational meetings and presentations, social media campaigns, emails to community members requesting email contact and direct mail to all eligible customers.



Questions 10 asked about awareness and use of Energy Efficiency to reduce energy use and costs. Energy efficiency is not a required part of a Community Power program, but it is compatible with Community Power and Marlborough’s goals for lowering costs and for sustainability.² While only 11% of respondents have done an energy audit on their home or business, a large majority have implemented efficiency measures, especially replacing their lights with LED lighting, 82% and purchasing efficient energy appliances, 71%.



Questions 11 to 13 asked three demographic questions to ensure that the Committee was reaching a wide variety of Marlborough community members. Multiple responses from each category, rent/own, age and household income were received.



Marlborough Community Power can provide attractive options for Marlborough community members of diverse backgrounds and opinions, including renters and landlords, low-income customers, customers who do not want additional renewable energy as well as those that want more renewables up to 100% local renewable energy supply, and those who want to work toward a goal of 100% renewable for the Marlborough community.

² In New England, the marginal source of electricity is natural gas, no matter when the energy is consumed. Energy efficiency is most impactful at peak times, when coal or oil-fired peaker plants are put into service, but virtually all efficiency measures reduce fossil fuel use and emissions.