



TOWN COUNCIL – AGENDA REQUEST FORM

THIS FORM WILL BECOME PART OF THE BACKGROUND INFORMATION USED BY THE COUNCIL AND PUBLIC

Please submit Agenda Request Form, including back up information, 8 days prior to the requested meeting date. **Public Hearing requests must be submitted 20 days prior to requested meeting date to meet publication deadlines** (exceptions may be authorized by the Town Manager, Chairman/Vice Chair).

MEETING INFORMATION

Date Submitted: October 27, 2021
Submitted by: Paul T. Micali
Department: General Government
Speakers: Bart Fromuth

Date of Meeting: November 4, 2021
Time Required: 20 minutes
Background Info. Supplied: Yes: No:

CATEGORY OF BUSINESS (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Appointment:	<input checked="" type="checkbox"/>	Recognition/Resignation/Retirement:	<input type="checkbox"/>
Public Hearing:	<input type="checkbox"/>	Old Business:	<input type="checkbox"/>
New Business:	<input type="checkbox"/>	Consent Agenda:	<input type="checkbox"/>
Nonpublic:	<input type="checkbox"/>	Other:	<input type="checkbox"/>

TITLE OF ITEM

Community Choice Aggregation Program Presentation

DESCRIPTION OF ITEM

The Town Council to be presented with the details of the Community Choice Aggregation Program, an optional buying group organized by a municipality or group of municipalities to benefit electric customers.

REFERENCE (IF KNOWN)

RSA:	Warrant Article:	_____
Charter Article:	Town Meeting:	_____
Other:	N/A	

EQUIPMENT REQUIRED (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Projector:	<input type="checkbox"/>	Grant Requirements:	<input type="checkbox"/>
Easel:	<input type="checkbox"/>	Joint Meeting:	<input type="checkbox"/>
Special Seating:	<input type="checkbox"/>	Other:	<input type="checkbox"/>
Laptop:	<input type="checkbox"/>	None:	<input type="checkbox"/>

CONTACT INFORMATION

Name:	<u>Bart Fromuth</u>	Address	<u>5 Dartmouth Drive, Suite 301 Auburn, NH 03032</u>
Phone Number	<u>603-625-2244</u>	Email Address	<u>bart.fromuth@felpower.com</u>

APPROVAL

Town Manager: Yes No: Chair/Vice Chair: Yes No:



**Town of Merrimack, NH
Town Council**

Community Choice Aggregation Program

November 4, 2021

Presented by:



Mark Cappadona
President

Stuart Ormsbee
VP Power Supply Strategies



Bart Fromuth
Chief Executive Officer



Agenda

- > Introductions
- > Town of Merrimack, NH
- > Colonial Power Group
- > Freedom Energy Logistics
- > What is Community Choice Aggregation?
- > What are the Benefits?
- > How does it Work?
- > Next Steps



municipal



- > Energy consulting company with headquarters in Marlborough, MA
- > Retained by municipalities
- > Our mission is to continually provide the highest quality energy services that will stabilize your community's utility costs while protecting your community from the risks inherent in the volatile energy markets.
- > Specializes in Community Choice Aggregation (CCA) Programs
 - > Design: all phases of Program creation
 - > Implementation: get CCA Program up-and-running
 - > Management: day-to-day operations of CCA Program
- > CPG currently manages CCA Programs for 80 communities in MA
- > CPG believes that "opt-out" aggregation:
 - > Enhances the competitive market
 - > Encourages fixed rate pricing
 - > Preserves customer rights through transparent, locally-managed purchasing program



Communities Working with Colonial Power Group

ABINGTON	DEERFIELD	LOWELL	SALISBURY
ADAMS	EASTON	LUNENBURG	SANDSFIELD
AMESBURY	EGREMONT	MARLBOROUGH	SHEFFIELD
ASHBY	FLORIDA	MEDWAY	SHELburne
ASHLAND	FRANKLIN	MENDON	STOUGHTON
AUBURN	GARDNER	METHUEN	SUNDERLAND
BECKET	GILL	MILLVILLE	TEWKSBURY
BERLIN	GREAT BARRINGTON	MONTEREY	TYNGSBOROUGH
BILLERICA	HALIFAX	NEW MARLBOROUGH	UPTON
BOLTON	HARVARD	NEW SALEM	WARWICK
BOSTON	HATFIELD	NEWBURYPORT	WENDELL
BUCKLAND	HAVERHILL	NORTH ADAMS	WEST BRIDGEWATER
BURLINGTON	HEATH	NORTH ANDOVER	WEST BROOKFIELD
CARLISLE	HOLLISTON	NORTH BROOKFIELD	WEST SPRINGFIELD
CHARLEMONT	HUNTINGTON	NORTHFIELD	WEST STOCKBRIDGE
CHESHIRE	KINGSTON	ORANGE	WHATELY
CLARKSBURG	LANCASTER	PEMBROKE	WILLIAMSBURG
COLRAIN	LANESBOROUGH	PITTSFIELD	WILLIAMSTOWN
CONWAY	LENOX	PLYMOUTH	WINCHENDON
DALTON	LEVERETT	PLYMPTON	WINDSOR



FREEDOM

energy logistics™

- > Energy Advisory founded in 2006 with headquarters in Auburn, NH
- > Our Mission is to be our clients' respected Energy Advisor providing the most effective energy supply management and renewable solutions in support of their unique business goals and sustainability objectives.
- > Specialized Energy & Sustainability Municipal Program Team
- > Freedom currently serves >50 municipalities throughout New England
- > As your Energy Advisor, our team:
 - > Takes the time to understand your energy goals and sustainability objectives
 - > Advocates for you and works to continually add value
 - > Offers comprehensive energy management solutions custom tailored to support your unique energy requirements, bottom-line objectives, risk tolerance, and sustainability requirements
 - > Focuses on delivering client service and excellence for your long-term satisfaction





Municipalities Working with Freedom Energy Logistics

Massachusetts

- NEWTON
- BEVERLY
- SALEM
- WRENTHAM
- BROOKLINE
- BURLINGTON
- WALPOLE
- SHARON
- FOXBOROUGH
- NEEDHAM
- SALEM WATER SUPPLY BOARD
- SOUTH ESSEX SEWAGE DISTRICT

New Hampshire

- LEBANON
- HANOVER
- MERRIMACK
- LONDONDERRY

Maine

- SCARBOROUGH

RENEWABLE

The Town of Scarborough has set 100% Renewable Energy goals. The town's energy portfolio includes an on-site renewable energy component, Renewable Choice 1.0 renewable energy program, and a commitment to purchasing 100% renewable energy. The town is also exploring opportunities to purchase 100% renewable energy through a Community Choice Aggregation (CCA) program.

The graph illustrates the town's progress towards its 100% Renewable Energy goal. The Y-axis represents the percentage of renewable energy, ranging from 0% to 100%. The X-axis represents the year, from 2010 to 2020. The data shows a steady increase in renewable energy usage, reaching approximately 85% by 2020.

Key milestones include:

- 2010: 0% Renewable Energy
- 2011: 10% Renewable Energy
- 2012: 20% Renewable Energy
- 2013: 30% Renewable Energy
- 2014: 40% Renewable Energy
- 2015: 50% Renewable Energy
- 2016: 60% Renewable Energy
- 2017: 70% Renewable Energy
- 2018: 80% Renewable Energy
- 2019: 85% Renewable Energy
- 2020: 85% Renewable Energy

Additional text on the slide discusses the town's commitment to sustainability and the role of Freedom Energy Logistics in achieving these goals.



What is a Community Choice Aggregation Program?

- A CCA Program is an optional buying group organized by a municipality or group of municipalities to benefit electric customers.
- The Program enters into an electricity supply contract for all residential and business customers currently receiving utility default service within a given municipality.
- Customers are automatically enrolled, unless they opt-out.

**Linking the power of *choice*
with the power of *community*!**



Benefits of Community Choice Aggregation

- **Maximize:** Your community buying power
- **Choice:** No longer “stuck” with electric utility default rates
- **Price Stability:** Ability to secure long-term rates and avoid market price volatility
- **Self-funded:** No burden on municipal staff or local budgets, no costs imposed on non-participating consumers; program administration outsourced to CPG
- **Optionality:** Opt-out anytime without penalty and enroll with utility default service or another supplier directly
- **Leverage:** Larger buying group attracts robust participation from leading suppliers
- **Consumer Protections:** Contract terms and conditions superior to those offered by suppliers in direct-to-consumer transactions
- **Public Oversight:** Supplier and CPG accountable to town officials
- **Professional Expertise:** Retaining CPG ensures smooth roll-out and ongoing administration of the program



Benefits of Community Choice Aggregation (continued)

- **Local Control:** Define objectives based on community priorities, e.g., higher mix of renewable energy content.
- **Product Options:** Town can define its own standard product plus offer other options, e.g., products containing greater renewable power content and those supporting sustainability initiatives and goals.
 - Purchasing additional renewable energy credits over state mandates
 - Investing in true 'additionality' by bringing new renewable projects on-line
 - Leveraging state incentive programs
 - Supporting local renewable projects



CCA Helps Resolve Some Residential Issues Resulting from Deregulation

- **Predatory Business Practices:** Specific targeting of the elderly, minorities, etc.
- **Sub-par Suppliers/Contracts:** Many of the best suppliers only work through broker relationships, and only over certain usage thresholds. The B- or C- list suppliers serving Residential meters often only offer contracts that allow pass-through charges, that only protect the supplier and even hide key details.
- **Limited Purchasing Power:** Small users are individually unappealing to many suppliers.
- **Limited Aggregation Groups:** Opt-In aggregation groups reached maximums of 4,000 accounts, falling short of substantial buying power.



Steps in the Process

- Town Council votes to form a municipal aggregation committee
- Committee solicits public input and works with CPG to develop CCA Program Plan in accordance with state statute and rules of the Public Utilities Commission
- Town Council reviews and approves Plan
- Plan included as Article on Town Meeting agenda for adoption by town residents
- CPG files Plan with Commission for review and approval (60 days)
- CPG issues RFP for price offers
- Town makes decision to proceed and when to proceed
- Town/CPG mails notifications to all eligible consumers
- Town/CPG holds public information session
- CPG manages and coordinates any consumer opt-outs with supplier
- Accounts enrolled/Program launch
- On-going Program administration (periodic sweeps, reporting, and contract renewals)



Education is Critical to Success

- We work collaboratively with community leaders to develop and execute an outreach plan
- Local Print Media
- Municipal and Community Websites
- Local Cable TV
- Community Meetings
- Town Newsletters



The Future of Community Choice Aggregation

- > Smart Metering
- > Dynamic | TOU Pricing
- > Demand-Side Management
- > Load Serving Entities
- > Transactive Energy | Prosumer/Consumer | Blockchain
- > Community Virtual Net Metering



Next Steps

Embrace a Turn-key Solution for CCA in your community.

- **CCA Plan:** Our template CCA Plan fully satisfies the requirements of NH RSA 53-E and is easily customized to your town's sustainability goals.
- **Customer Notifications, Opt-Out Cards:** Program templates will meet all statutory and regulatory specifications and ready for town-specific customization.
- **Town CCA Website and Local Customer Service Number:** We provide and maintain a web domain and local customer service number.
- **Advisory/Consultation:** In addition to creating and managing your CCA program, our expertise and comprehensive energy solutions (e.g., Fixed Rates, Realtime/Dynamic pricing, Direct-to-Grid self-supply, and Renewables) are also available for Municipal facilities and business clients.



Thank You



Colonial Power Group, Inc.

5 Mount Royal Avenue, Suite 5-350
Marlborough, MA 01752

Colonialpowergroup.com

Mark Cappadona

President

O: 508-485-5858 EXT 3

Mark@colonialpowergroup.com

Stuart Ormsbee

VP Power Procurement Strategies

C: 508-769-0880

sormsbee@colonialpowergroup.com



Freedom Energy Logistics

5 Dartmouth Drive
Auburn, NH 03032

Felpower.com

Bart Fromuth

Chief Executive Officer

O: 603-625-2244

Bart.fromuth@felpower.com